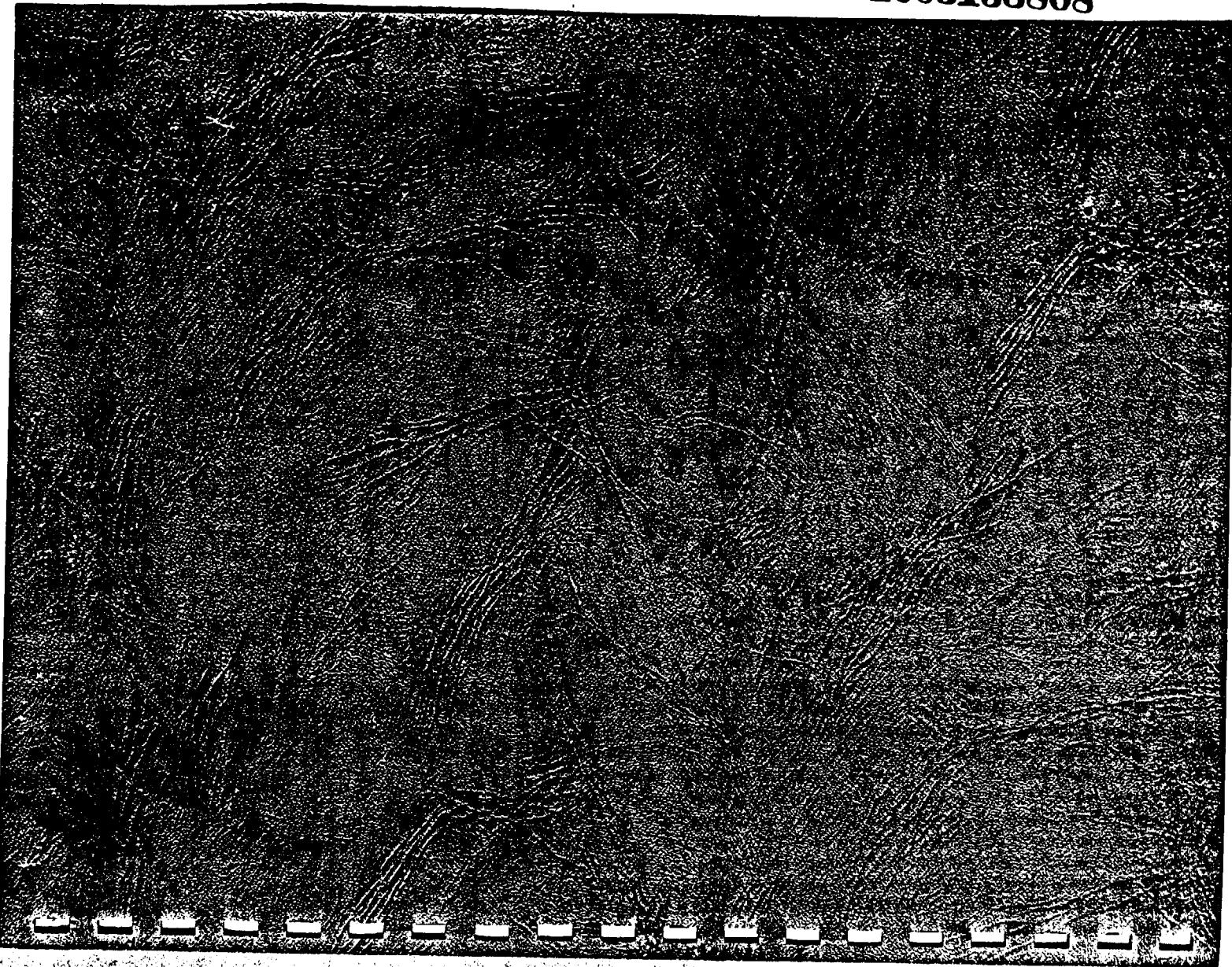


1005133808



Some Letters Received

in response to:

THE TOBACCO INSTITUTE BELIEVES
THE AMERICAN PUBLIC IS ENTITLED TO
COMPLETE, AUTHENTICATED INFORMATION ABOUT
CIGARETTE SMOKING AND HEALTH.

September, 1970

1005133809

Business profession

005133810

The figure consists of a gel electrophoresis image with four lanes. The lanes are labeled at the bottom: 'S1', 'ADP', 'S2', and 'S3'. The 'S1' and 'S2' lanes show a prominent dark band near the top of the gel, indicating a high concentration of protein. The 'ADP' lane shows a single, distinct dark band located lower down in the gel, near the bottom. The 'S3' lane is mostly blank, with only a few very faint, small dark spots visible.

Index,

Letters received from businessmen, professionals

Bergmann, Ely I.: Bergmann Enterprises, Ltd., San Antonio, Tex.

Blanchard, B. Everard: Coordinator, Graduate Programs Office,

DePaul U. School of Education, Chicago, 111.

Bold, Kenneth L.: Lawyer, Kansas City, Mo.

Bridgforth, R.B. Jr.: Pres., Dibrell Brothers, Inc., Danville,

Christiansen, James L.: Teacher, Hillsdale Elementary School,

Salt Lake City, Utah

renshaw, Gordon L.: Pres., Universal Leaf Tobacco, Richmond, Va.

Cullman, Howard: Member of the Advisory Board, Board of Directors

Philip Morris Inc., N.Y., N.Y.

Downs, John H.: Lawyer; Downs & Rachlin, St. Johnsbury, Vt.

Eisnitz, Mark F.: Dept. of Social Science, Manhattan Community

College, N.Y., N.Y.

scher, Malcolm L.: Managing Dir., Retail Tobacco Dealers

of America, Inc., N.Y., N.Y.

ox, Philip G.: Prof. of Bus. Ad., U. of Wisconsin, Madison,

Gluck, E.J.: Management Consultant, WSOC/TV&Radio, Charlotte,

Gray, Bowman III: Winston-Salem, N.C.

ington, Alice: Director, Friends of Animals, N.Y., N.Y.

Hickey, Richard J., Ph.D.: Fels Institute, U. of Penn., Phila, Pa.

Hofer, Roy E.: Lawyer; Hume, Clement, Hume & Lee, Chicago, Ill

H.: Peace Corps Volunteer, Afghanistan

P, James R.: MidWest Manager of Res & Sales Promotion,

CBS Television Stations. National Sales, Chicago, Ill.

McAllister, Kenneth: Pres., Cigarette & Tobacco Div., L&M,

N.Y., N.Y.

Oikonomides, A.N.:

of Corp. Rel., Yale U., New Haven, Conn.

er, Dean T.: Pres., A.G.E. Food Services, Detroit, Mich.

Petersen, Paul G.: V.P. Sales, Rothenberg & Schloss, Kansas

City, Mo.

Ranni, Robert R.: Lawyer, N.Y., N.Y.

Reeves, Charles M.: Financial Consultant, Providence, R.I.

ries Ed: Ed Ries & Associates, Los Angeles Calif.

er, George W.: Dept. Head, Dept. of Management, Ga. Southern

William: Ruder & Finn, N.Y., N.Y.

atterfield, David E. III: U.S. Representative, Virginia

h, Weston: Financial Columnist, Stamford, N.Y.

Smoot, Roland N.: Lawyer, Lyon & Lyon, Los Angeles, Calif.

Uber, Albert H.: Lawyer, Hensonville, N.Y.

Webb, Patricia P.: petition, Los Gatos, Calif.

Wilmot, Robert C.: Chemical Consultant, Elnoral Hotels,

Ontario, Canada

Wilt, Fred: Editor, "Track Technique," Lafayette, Ind.

Wittkofski, Joseph: Canon, St. Mary's Church, Charleroi, Pa.

1005133811



EXECUTIVE OFFICES

BERGMANN ENTERPRISES, LTD.

215 N. FLORES ST.

SAN ANTONIO, TEXAS

ELY I. BERGMANN
EXECUTIVE DIRECTOR

May 2, 1970

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Ave.
New York, N. Y. 10017

Dear Mr. Cullman:

I am enclosing a copy of a letter sent to the
Chairman of the Board of the American Cancer Society, the
contents speak for themselves.

Would you please send me the copies of all of
the correspondence between your organization and the ACS,
for when the next broadside reaches me for a contribution,
I shall ask some very interesting questions and wind up
giving them nothing.

This is a brief note complimenting you on your
stand, fairness and above-board honest.

Sincerely yours,

Ely I. Bergmann

EIB:BK

1005133812



EXECUTIVE OFFICES

BERGMANN ENTERPRISES, LTD.

215 N. FLORES ST.

SAN ANTONIO, TEXAS

ELY I. BERGMANN
EXECUTIVE DIRECTOR

May 2, 1970

Mr. William B. Lewis
Chairman of the Board
American Cancer Society
219 East 42nd St.
New York, N. Y. 10017

Dear Mr. Lewis:

I had the pleasure of reading the ad placed in The Wall Street Journal by The Tobacco Institute and find that your organization is sadly lacking in its response to the national health interests of those of us who contributed to your organization. Your refusal to make certain data public leaves much to be desired.

Perhaps you might want to add Mr. Tony Curtis to your staff and explain your current position and he might make more sense than your intransigent position.

The American public might want to use this position of yours to check on your own selfish posture and when after finding out just what you really represent, might not want to follow it up with a check!

The image of the American Cancer Society has become tarnished if my analysis is correct in this dispute, you could have come out on top, but bull-headed ignorance reared its ugly head and the public too is suffering and being cheated. Your bluff was called and you folded up your cards.

Very truly yours,

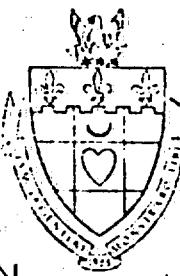
Ely I. Bergmann

EIB:bk

1005133813

GRADUATE PROGRAMS OFFICE
25 EAST JACKSON BOULEVARD
CHICAGO, ILLINOIS 60604
WEBster 9-3525

DePaul
UNIVERSITY



SCHOOL OF EDUCATION

Mr. Cullman

Mr. Joseph F. Cullman, 3rd
Chairman, Executive Committee
The Tobacco Institute, Inc.
1776 K Street, N. W.
Washington, D. C. 20006

May 20, 1970

Dear Mr. Cullman:

May I thank you for your recent letter
and the editorial appearing in the New York Times
of May 9, 1970.

If ever, the services of our research bureau
may interest you, please feel free to call upon me. We
would consider it a real privilege to be able to serve
you in this capacity.

With every kind regard, I am

Sincerely yours,

Everard Blanchard

B. Everard Blanchard

BEB:ma

Coordinator

1005133814

GRADUATE PROGRAMS OFFICE
25 EAST JACKSON BOULEVARD
CHICAGO, ILLINOIS 60604
WEBster 93525

UNIVERSITY
SCHOOL OF EDUCATION

Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute
776 K Street, N.W.
Washington, D.C. 20006

May 5, 1970

Dear Mr. Cullman:

If I may be of any assistance to you relative to certain accusations made by the American Cancer Society, please feel free to call upon me. Would be glad to assist you, Have directed national, regional, state and local research projects. All have been published in official educational journals, Additionally listed in several WHO'S WHO books Interested in your letter and response made to the American Cancer Society pertaining to the single "dog" experiment. If I may be of any service to you, I shall be pleased to serve you,

With every kind regard, I am

1005 133815

#1

LAW OFFICE OF
KENNETH L. BOLD
SUITE 604 ALTMAN BUILDING
103 EAST ELEVENTH STREET
KANSAS CITY, MISSOURI 64106

AREA CODE 816
GRAND 1-6033

May 1, 1970

The Tobacco Institute
1776 K Street, N.W.
Washington, D.C. 20006

Gentlemen:

The May 1 issue of the Kansas City Star carried an article placed by your institute. After carefully reading the entire text material, I thought the article was well done as well as being interesting and informative.

I am writing you at this time to request the complete text of all correspondence that was mentioned in the article. It appears strange to me that if the American Cancer Society is placing so much strength in their research why they would not welcome the independent study. Of course, this is based on the premise that the judging team would be mutually acceptable.

Very truly yours,

Kenneth Bold

KENNETH L. BOLD

KLB/as

perly

1005133816

ASSOCIATED COMPANIES
LOCATED
LEAMINGTON, ONTARIO, CANADA
"BALSBURY, SOUTHERN M. IDEASIA
MULLINS, S.C. ROCKY MOUNT, N.C.
WHITEVILLE, N.C. DURHAM, N.C.
LUMBERTON, N.C. HENDERSON, N.C.
REEVILLE, N.C. M.
WILSON, N.C. SOUTH BOSTON, VA C
KINSTON, N.C. BOWLING GREEN, KY.
CARLIE ADORSS "DIRELIT" DANVILLE

DIBRELL¹⁸⁷³ BROTHERS, INC.
ESTABLISHED 1873

ESTABLISHED 1873

EAF TOBACCO

TELEX 574455

ANVILLE, VIRGINIA
24541

U.S. A.

卷之三

May 5, 1970

Mr. Joseph F. Cullman, II
Chairman of the Executive Committee
The Tobacco Institute, Inc.

Dear Mr. Cul lman:

I just wanted you to know that we -- you are
most appreciative of the firm position and outstanding work by
Committee, particularly as Chairman of the Executive Committee. The recent publicity by you and the
Tobacco Institute, Inc. in the Wall Street Journal and other news media was ex-
Institute in The Wall Street Journal and other news media was ex-
impressive and has certainly had a most favorable impact
on the majority of the people in my area.

ll Brothers can be of assistance,

If at any time I or any of us at ~~Dir~~
please do not hesitate to contact us.

Sincely

Pres. Bridgforth, Jr.
ident

RBBJR: ecc

10



GRANITE SCHOOL DISTRICT

HILLSDALE ELEMENTARY SCHOOL

TELEPHONE
298-6161

3275 WEST 3100 SOUTH
SALT LAKE CITY, UTAH 84119

RICHARD C. HYLAND
PRINCIPAL

James L. Christiansen
Elementary Teacher
May 5, 1970

The Tobacco Institute
1776 K Street N. W.
Washington D. C. 20006

Dear Sirs:

I am writing this letter in reference to your full page advertisement in the Salt Lake Tribune May 5, 1970.

Presently, I am employed as a school teacher and since it is my responsibility to teach about tobacco, I feel it is necessary to be completely truthful about tobacco and its effects upon health. I feel that only truth has lasting value, therefore, I would appreciate it if you would send me information about tobacco and cancer and I would like additional research reports concerning tobacco and longevity, emphysema, and circulatory system disorders.

As an experienced graduate student researcher, I can assure you that "your side" of the issue will be objectively analyzed and utilized in the curriculum of this school.

Sincerely,

James L. Christiansen

1005133818



GORDON L. CRENSHAW
PRESIDENT

May 8, 1970

Mr. Jos. F. Cullman, 3rd
Philip Morris, Inc.
100 Park Avenue
New York, N.Y. 10017

Dear Joe,

I certainly appreciate your note concerning the dinner last week. We always look forward to this occasion too, and, as usual, enjoyed very much having all of you here.

You enquire about my reaction to the Tobacco Institute's ad.

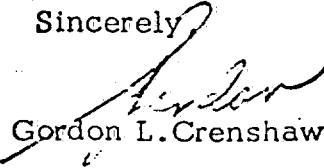
First, let me say, all of us here were delighted at the stand which the Tobacco Institute is taking. We feel very strongly that the position of the tobacco industry should be enunciated to the public more frequently, and this was certainly an appropriate time to react.

As far as the ad itself is concerned, I thought the Institute's position was expressed clearly, and find that it was well received by the people with whom I have talked. Although it is perhaps a bit presumptuous on my part to offer advice to you on advertising, I did feel that the volume of the text and the small size of the print may have scared some readers away. It would seem to me that the Institute would capture more interest by setting forth in large type the essential points being made. Some people have commented that they saw the article but decided there was too much there to read.

It is certainly good to see the tobacco industry's position being stated in a full page ad, and I hope that the Tobacco Institute will see fit to continue to do this.

All the best,

Sincerely


Gordon L. Crenshaw

GLC/g.

1005123819

HOWARD S. CULLMAN
425 PARK AVENUE
NEW YORK, N.Y. 10022

May 11, 1970

Dear Joe:

That was a most effective editorial in The New York Times Saturday, and I would respectfully suggest that the advertising agencies of the various cigarette companies alert the broadcasting companies not to accept commercials except with proof of their statements.

You have done a great service to the industry.

Sincerely,

Howard S. Cullman

Mr. Joseph F. Cullman, 3rd
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

1005133820

JOHN H. DOWNS
ROBERT D. RACHLIN

ALLEN MARTIN

LAW OFFICE OF
DOWNS & RACHLIN
85 MAIN STREET
ST. JOHNSBURY, VT. 05819

TELEPHONE
AREA CODE 802
748-3188
748-3189

May 4, 1970

(1c)

Mr. Joseph F. Cullman, III, Chairman
Executive Committee
The Tobacco Institute
Philip Morris Inc.
100 Park Avenue
New York City, New York 10017

Dear Mr. Cullman:

The Tobacco Institute ad contained in Sunday's New York Times was read with interest.

Personally I have not smoked cigarettes for seven years, and believe that there is substance to the claim by the American Cancer Society that there is a causal connection between cigarette smoking and lung cancer. I have been a regular contributor to the Cancer Society. However, my lawyer's sense of objectivity and fair play makes me ask some questions.

You condemn the Cancer Society for the publicity given on February 5 and yet you give battle at the same level by your ad in the Times.

If you sincerely believe the point you are suggesting - the possible invalidity of the test behind the Society's publicity - why don't you take the American Cancer Society to Court?

The Cancer Society's suggested remedy that you conduct your own tests is ridiculous. As you point out, it would take three and a half years, and during that time you could be put out of business while trying to prove your innocence.

1005133821

Mr. Joseph F. Cullman, III, Chairman
Page 2
4, 1970

I know of no legal sanctuary that permits non-profit corporation to conduct itself in such a manner (unless it is on sound ground') that it can effectually eliminate or at least seriously damage a substantial segment of our economy.

As you point out, its source of funds almost makes it a public trust, so to speak. As one of those most vitally affected by its work, you should be entitled to any information you want from such an organization, as should anyone else, within reason.

our continued failure to do more than answer the Cancer Society with ads would seem to lend substance to its allegations.

By the way, are you related to Lewis Cullman, Yale 1941, a classmate of mine?

incredibly,

W. H. Downs

hn H. Downs

cc: Mr. William B. Lewis
American Cancer Society
219 E. 42nd Street
ew York, New York 10017

1005 338 2



REVIEW
5151

THE CITY UNIVERSITY OF NEW YORK

May 2, 1970

The Tobacco Institute
1776 K Street, N.W.
Washington, D.C. 20006

Dear Sir:

I have recently read with great interest your publication of correspondence between your organization and the American Cancer Society. Since this topic is of vital concern to myself as well as my associates, I would appreciate receiving the complete text of this correspondence.

May I further request, in accord with your belief that the "American public is entitled to complete, authenticated information about cigarette smoking and health", that you forward to me the latest documents indicating the various "tar" and nicotine contents of popular cigarettes by brand name. If this is not available at this time, I would appreciate your advising me of the appropriate source for this material.

My colleagues and I wish to inform you that we stand ready to support any and all scientifically controlled findings in the area of cigarette smoking and health irrespective of the source. It is our hope that all interested parties in this matter speedily progress toward a clarification of this controversial issue, and the subsequent informing of the American public.

Thanking you for your cooperation.

Very truly yours,
Mark F. Eisnitz
Mark F. Eisnitz
Department of Social Science

MFE/sl

1005133823

Manhattan Community College of the City University of New York is administered by the Board of Higher Education under the Program of the State University of New York.



MALCOLM L. FLEISCHER, Managing Director

Robert W. Butler, President
Godfrey S. M. Tint, Vice President
Daniel J. Mathias, Vice President
Lou Lieberman, Treasurer
Sidney Augenstern, Secretary
Robert Boches, Chairman — Policy Committee

RETAIL TOBACCO DEALERS OF AMERICA, INC.

STATLER HILTON, 7th Avenue & 33rd Street, New York, N.Y. 10001 Telephone CHICKering 4-8650 Area Code 212

DIRECTORS — 1970

Sidney Augenstern, Boston, Mass.
Robert Boches, Boston, Mass.
Robert W. Butler, Albany, N.Y.
Chester A. Comer, Iowa City, Iowa
Ira J. Cucul, Union, N.J.
Harold C. Dean, Jr., Wilmington, Del.
John R. Dengler, St. Louis, Mo.
Morton M. De Vore, Philadelphia, Pa.
Morris Dwork, New York, N.Y.
David A. Fiorelli, Boston, Mass.
Malcolm L. Fleischer, New York, N.Y.
Arnold Goldstein, New York, N.Y.
Edward J. Henry, Worcester, Mass.
Bernard B. Horowitz, New York, N.Y.
Michael Kohen, New York, N.Y.
Edward A. Kolpin, III, Santa Monica, Calif.
Donald Lester, Newark, N.J.
Emanuel M. Levy, Atlanta, Ga.
Lou Lieberman, New York, N.Y.
Daniel J. Mathias, Buffalo, N.Y.
William Maute, Chicago, Ill.
Jesse J. Rich, Portland, Oregon
David J. Salzman, Cleveland, Ohio
Joseph Saremsky, New York, N.Y.
Jack Schwartz, Chicago, Ill.
B. J. Smith, Corning, N.Y.
Edward H. Snyder, New York, N.Y.
Paul T. Spicola, Flint, Mich.
Godfrey S. M. Tint, Philadelphia, Pa.

REGIONAL REPRESENTATIVES — 1970

Joseph Arias, Nutley, N.J.
Melvin B. Baker, Norfolk, Va.
Harry Blatt, New York, N.Y.
Elliott Blum, New York, N.Y.
Harry Brick, West Newton, Mass.
Charles P. Cates, Canoga Park, Calif.
Joseph Chitami, Cleveland, Ohio
Sydney N. Crohi, Staten Island, N.Y.
C. H. Demuth, Lancaster, Pa.
H. V. Ni. duTreil, New Orleans, La.
H. M. Earl, Detroit, Mich.
William Eisenberg, Minneapolis, Minn.
John D. Eveland, Waterloo, Iowa
Ira B. Fader, Jr., Baltimore, Md.
Benjamin Friedman, New York, N.Y.
A. Garfinkel, Washington, D.C.
Gene A. Glodig, Clayton, Mo.
Jerry Goodman, Denver, Colorado
Myron Goodman, Bridgeport, Conn.
Miles Hittel, Boston, Mass.
Gerald Kanter, Erie, Pa.
Marvin L. Kaplan, Philadelphia, Pa.
Mark Kitik, White Plains, N.Y.
Walter R. Konopka, Meriden, Conn.
Clifford Kraemer, Toledo, Ohio
Philip Laria, Torrington, Conn.
David M. Lehman, Miami, Fla.
Al Levin, Philadelphia, Pa.
Norman Liebert, Green Bay, Wisc.
Fred Lintz, Jr., Rochester, N.Y.
Frank Mosternick, Youngstown, Ohio
George W. Mattox, Eugene, Oregon
Leo Matus, Wilkes-Barre, Pa.
June W. Melis, Syracuse, N.Y.
Robert W. Mincer, Charlottesville, Va.
Harry Ostrach, Providence, R.I.
D. S. Parker, Charlotte, N.C.
Harry Parker, Fresno, Calif.
Robert J. Perotti, Boston, Mass.
Joseph Perez, Rahway, N.J.
Harry G. Rich, Pittsfield, Mass.
Alex Selslay, Ithaca, N.Y.
Mark Silverman, New York, N.Y.
Abe Turk, New York, N.Y.
Jack Uhle, Milwaukee, Wisc.
Howard M. Wallack, Los Angeles, Calif.
Arthur Weisner, Boston, Mass.
Louis Weitzman, Madison, Wisc.
Joseph L. Zivio, Columbus, Ohio

May 1, 1970

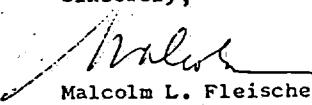
Mr. Joseph Cullman III
Philip Morris, Inc.
100 Park Avenue
New York, N.Y. 10017

Dear Joe:

Every echelon of the industry owes you a debt of gratitude for the statesmanlike manner in which you handled the tobacco-health conference yesterday at the Overseas Press Club.

The TV report of the conference and additionally the Tobacco Institute advertisement in today's New York Times should further serve to focus greater rationality in the discussion of this problem.

Sincerely,


Malcolm L. Fleischer

Managing Director

MLF:jdb

1005133824

THE UNIVERSITY OF WISCONSIN

ADISON 6

SCHOOL OF COMMERCE

MERCE BUILDING

LP NE 5.331

Philip G. Fox

May 4, 1970

776 K Street, N.W.,
Washington, D. C. 20006

Gentle men:

In the NATIONAL OBSERVER of May 4, 1970 you offer to send
a complete text of all correspondence on the Cigaret Controversy.
Please send on everything you have.

have been teaching Business Ethics here at Wisconsin for
over thirty years ---- and my principle has always been, THE TRUTH,
THE WHOLE TRUTH, AND NOTHING BUT THE TRUTH. I do deal heavily with
ethics in types of business man, but I spend a great deal more of my time
afounding BUSINESS against a great mass of humanitarians who usually do
not know what they are talking about.

have lectured on the Cigaret Controversy for ten years or more,
always on an inextricable basis because the data has always been so
obscure. My students cannot accuse me of bias, because I never
smoke cigarettes (I consider cigarette smoking an effeminate habit) --
like cigars and three or four pipes in my pockets.

happen to be, as a major interest, a Professor of Statistics.
I very never to reach a conclusion without data. Therefore your two or
three recent advertisements casting challenges at the Cancer Society
have caught my interest.

I should be delighted to receive any information you may have
which will assist me in discussing these matters with students and in
my occasional lectures to a more general public. You need have no fears
that I am gunning for the Tobacco Industry, and you may also be sure
that -- as an old campaigner -- I am not likely to fall for specious
argument.

an old enough now to have become somewhat suspicious of the
umanistic attack on the Business Man -- a curious species which has
only one aim, to attack the morals of the public. I am known in our
local circles as one who always demands that this is: BUSINESS MEN
SAYING THE SAME THINGS JUST AS MUCH AS THOSE OF ANY OTHER CLASSIFICATION
IN OUR SOCIETY -- INCLUDING MEDIA, THE LAW, EDUCATION, and CLERGY.

Many thanks.

0051338

5

Professor of Business Administration.

WSOC



TELEVISION/RADIO

1901-25 NORTH TRYON

TELEPHONE 372-0930

CHARLOTTE, N.C.

May 11, 1970

Mr. Joseph F. Cullinan, III
 Chairman, Executive Committee
 The Tobacco Institute, Inc.
 100 Park Avenue
 New York, N. Y. 10017

Dear Mr. Cullinan:

I was very much interested in the page advertisement which appeared in our local papers on May 5, with the exchange of letters between the institute and the American Cancer Society.

I say I was very much interested because of my previous experience with the American Cancer Society. I am a former president of a local chapter of the society, a former director of a local chapter and a former member of the board of directors of the North Carolina Division of the American Cancer Society.

I severed all of my ties with the society in 1969, because of the actions of the American Cancer Society in having some of its officers, namely Dr. Sol R. Baker of California and Dr. Ashbel C. Williams of Florida, lobby before the House Commerce Committee on April 21 of that year, in endeavoring to sponsor legislation to make cigarette advertising illegal in the broadcast media.

They accomplished their purpose by the use of funds contributed by the American public which were ostensibly collected for the purpose of education and research into the cause and cure of cancer. It is - and was then - my feeling that this is a misappropriation of publicly collected funds, and their use for the purpose of lobbying should render the American Cancer Society ineligible for the classification of a non-profit organization.

1005133826



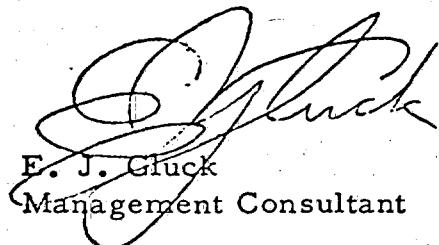
COX BROADCASTING CORPORATION STATIONS: WS8 AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU-TV, San Francisco-Oakland; WICL-TV, Pittsburgh.

Mr. Joseph F. Cullman, III

-2

I notice you touch on this same point in your letter of April 29, when you refer to the Society's sponsored research as having been done with funds furnished by the Federal Government and the Cancer Society's treasury.

Yours very truly,


E. J. Gluck
Management Consultant

1005133827

OWMAN GRAY III

121 ARBOR ROAD

INSTON-SALEM, N. C. 27104

ay 11, 1970

r. Joseph F. Cullman III

airman

Philip Morris, Inc.

00 Park Avenue

New York, New York 0017

ear Mr. Cullman:

m personally extr mely pleased to see the strong stand
t you have taken n behalf of the Tobacco Institute with
ard to the recent merican Cancer Society press release,
trong stand such s this has long been needed by the
ustry and is vita to its very life.

m sure my father ould have approved of your efforts as
do also.

est personal regards,

owman Gray III*

10051 W 8 8

friends of animals, inc.

11 West 60th Street, New York, N.Y. 10023

Circle 7-8077

May 12, 1970

Mr. William Kloepfer, Jr.
Vice-President-Public Relations
The Tobacco Institute, Inc.
1776 K Street, Northwest
Washington, D. C. 20006

Re: Cigarette-Smoking Dogs

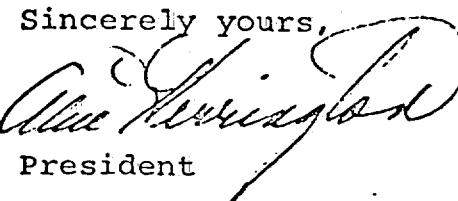
Dear Mr. Kloepfer,

As long ago as 1962 the American Medical Association testified before Congress:

"Drug activity in animals is no assurance of similar activity in humans, and for some human disorders there is no similar disorder in animals. Frequently, animal studies prove little or nothing and are very difficult or impossible to correlate to humans."

The medical profession has greatly discredited itself in the eyes of the public with its revolting experiments on animals. To claim that the results of animal torture are results at all, much less applicable to homo sapiens, is becoming increasingly recognized for what it is - a vast "research boondoggle."

Sincerely yours,


Alice Herrington
President

1005133829

DIRECTORS: Arnold Bernhard, James J. Davis, Alice Herrington, Stephen Kellen,
Alex M. Lewyt, J. Stanley Sharp

Source: <https://www.industrydocuments.ucsf.edu/docs/gqwm0000>

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

INSTITUTE FOR ENVIRONMENTAL STUDIES

(Please use address below.)

May 13, 1970

Mr. Joseph F. Cullman, 3rd
Philip Morris Incorporated
100 Park Avenue
New York, N.Y. 10017

Dear Mr. Cullman:

As one who is working in human ecology and studying the problem of causation of chronic diseases in man, I was quite interested in the full page advertisement in The Philadelphia Inquirer, May 4, 1970, concerning your correspondence with Mr. William B. Lewis of the American Cancer Society regarding the "smoking dogs" report by that Society.

It seems most unfortunate that purely scientific questions, such as are involved in serious studies of the mechanisms of origin of chronic diseases, should obtain widespread newspaper publicity before the scientific reports are available to the scientific community.

Since the industry felt it was necessary to make its position known via the press, I might note that I thought that the presentation in the Inquirer was informative and reasonable. The resolution of questions regarding causes of chronic diseases must be accomplished by rigorous science.

I requested a copy of The American Cancer Society's report from the Society, but was refused. I am very curious to see their discussion of their findings, particularly as they relate to a statement in the 1964 Surgeon General's Report on "Smoking and Health" as follows (p. 165): "Bronchogenic carcinoma has not been produced by the application of tobacco extracts, smoke, or condensates to the lung or tracheobronchial tree of experimental animals with the possible exception of dogs." I am curious to learn why all preceding studies indicated by the Surgeon General which produced generally negative results should be rejected now on the basis of one new study. The experimental designs must, of course, be examined.

Yours sincerely,


Richard J. Hickey

Fels Institute of Local
and State Government
University of Pennsylvania
3810 Walnut Street
Philadelphia, Pa. 19104

1005133830

COPY

UME, CLEMENT, HUME & LEE
NE FIRST NATIONAL PLAZA
CHICAGO, ILLINOIS 60670

May 8, 1970

r. William B. Lewis
hairman of the Board
American Cancer Society
19 East 42nd Street
ew York, New York 10017

ear Mr. Lewis:

am a non-smoker and a contributor to the American
ancer Society. I am therefore concerned that you would not
ermit The Tobacco Institute to evaluate the Auerbach-Hammond
tudy. This matter came to my attention by the advertisements
hat have been placed in various newspapers by The Tobacco
nstitute.

rankly I believe the position taken by The Tobacco
nstitute is a reasonable one and should be complied with by
he American Cancer Society since it is supported by public
ontributions and federal funds. If the Auerbach-Hammond study
s valid it will survive the scrutiny of impartial scientific
xperts. The American Cancer Society's position makes me
onder what it has to hide.

his matter is of sufficient concern to me that I am ending copies of this letter to my Senators in the hope that they will exert some pressure on the American Cancer Society to comply with the request of The Tobacco Institute. Any organization which is supported by public donations and federal funds should make available to the public the fruits of those monies. When the organization is not willing to do this it is questionable whether it deserves the support of the public and the federal government.

EH:ca

Roy E. Hofer

c: Joseph F. Sulman
the Tobacco Institute

enator Charles Percy
enator Ralph Smith

Source: <https://www.industrydocuments.ucsf.edu/docs/gqwm0000>

The Peace Corps
c/o American Embassy
KABUL, AFGHANISTAN

TELEPHONES
2222 2276

May 11, 1970

Mr. William B. Lewis
Chairman of the Board
The American Cancer Society
219 East 42nd Street
New York, New York

Dear Mr. Lewis:

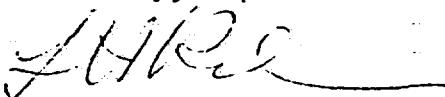
I have just read the correspondence between the Tobacco Institute and The American Cancer Society published Sunday, May 3, 1970 in the New York Times' "The Week In Review", page 16.

In respect to The American Cancer Society's brilliant research studies, and the Tobacco Institute's need to defend their industry, I feel something as vital as the Auerbach-Hammond data should be made publically known as soon as possible. Especially in light of a statement that could paralyze an industry without facts to back it up. I believe the offer of an impartial review, with members subject to rejection by The American Cancer Society is just and fair in the event The American Cancer Society does not make this information public knowledge after such a harsh and damaging announcement.

For you to state that the Tobacco Institute repeat the research when you already have the information is both time and money wasting, with time being the more important of the two. It could be considered an avoidance of your responsibility to the American public, who financed the research, and to the Tobacco Institute in condemning them indirectly.

Please, sir, make this information available immediately.

Sincerely,



L. H. Kilcrease
Peace Corps Volunteer
Afghanistan

cc: Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.

هیئت خدمتگاران امریکا
د د ا ف غ ا ن س ت ا ت

1005133832

U.S.
**TELEVISION
STATIONS
NATIONAL SALES**

630 North McClurg Court
Chicago, Illinois 60611
(312) WHitehall 4-6000

Dear Mr. Cullman:

I would be extremely interested, both professionally and as an interested American consumer, in the complete text of the differences between the Tobacco Institute and the American Cancer Society regarding cigarette smoking and health.

I believe that this problem runs deeper than just conforming to accepted research procedures. The underlying questions attack the entire purpose and the basic function of scientific research - the presentation of facts in an unbiased manner and the application of those facts to the solution of problems.

The American Cancer Society is spending public money. The public has a right to know the findings. What is to prevent other groups from using a public grant to investigate the health hazards of any other American product?

Automobiles kill 50,000 people a year, yet must we make the car so laden with safety features that the average American cannot afford to buy and operate one? Must advertising of automobiles be stopped only on radio and television if we determine through unpublished findings that automobiles are harmful?

Why must business firms engaged in marketing of products which the public desires by individual choice to consume have to pay high marketing costs for advertising when the Cancer Society can get free advertising time on all television and radio stations to denounce the benefits of the product with unpublished findings?

If groups with public funds can cause the economic upheaval they have caused in the broadcast industry and ultimately in the tobacco industry, what will prevent any group from conducting research and publishing facts which cannot be acknowledged as true or scientifically significant unless they are examined in detail.

I sincerely hope, for the sake of all consumers, that your efforts are not in vain. If the consumer loses his power of choice we no longer will have the free enterprise system which

1005133833

as made this country great.

nk you for publishing your views in the Wall Street Journal.

incereley,

James R. Ropp
Midwest Manager of Research and Sales Promotion
TS National Sales

R. Joseph, F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
00 Park Avenue
ew York, New York 10017

ay 1, 1970

1005133834

IGGETT & MYERS INCORPORATED
30 FIFTH AVENUE
NEW YORK, N.Y. 10020

KENNETH MCALLISTER

RESENT
to ARRE & TOBACCO DIVISION

ay 1, 1970

Mr. Joseph F. Cullman, III
Chairman of the Board
Philip Morris Incorporated
60 Park Avenue
New York, New York 10017

Dear Joe:

I just wanted you to know that I think you
handled yourself beautifully in behalf of the
Tobacco Industry, at the press conference
yesterday and the subsequent news programs on
television.

our statesman-like approach will, without
question, benefit all of us.

Best regards.

Incidentally,



ARGONAUT INC. PUBLISHERS

737 NORTH MICHIGAN AVENUE - SUITE 425 - CHICAGO, ILLINOIS 60611 - MI 2-8042

May 7, 1970

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

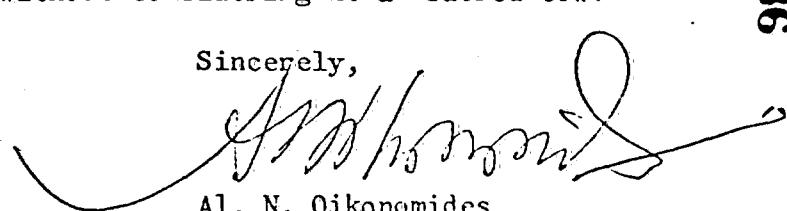
Dear Mr. Cullman:

It was about time for the Tobacco Institute to answer publicly this rather peculiar national campaign launched by the American Cancer Society against tobacco and smoking without any real support from undebatable facts.

As a simple person in the audience exposed to the truly cancerous "free time" commercials of the A.C.S. in radio, press, and television, I applaud your decision to expose the methods of the A.C.S. to the public. Results of scholarly research which have already been used for press conferences, news releases, etc. are positively open to review and challenge by any qualified researcher who feels that the public deserves more complete information before militant groups like the A.C.S. are permitted to use them for campaigns creating unjustifiable panic and confusion.

May I hope that the Tobacco Institute will expose more and more of the real background of the A.C.S. in the future, and that finally it will start answering to the A.C.S. without considering it a "sacred cow?"

Sincerely,


Al. N. Oikonomides
President

1005133836

ANO/gls

FFICE OF UNIVERSITY DEVELOPMENT
YALE UNIVERSITY
OX 2190, YALE STATION, NEW HAVEN, CONNECTICUT 06520

CIATE DIRECTOR

TELEPHONE: **AREA** **code** 203 87-**3131**

ay 14, 1970

r. Joseph F. Cullman, III
Chairman of the Executive Committee
he Tobacco Institute, Inc.
hilip Morris, Inc.
00 Park Avenue
ew York, New York 10017

Dear Mr. Cullman:

was moved by material which recently appeared in the Wall Street Journal over your name to write the enclosed letter to Mr. Lewis of the American Cancer Society. Please notice that I did this as a contributor, non-smoker and private citizen, not as the Director of Corporate Relations at Yale who is supporting the case of one who is both a Yale alumnus and an industry spokesman.

would imagine that there has been considerable public
entiment stirred up by this publicity and I await the response of the
ancer Society with great interest.

incidentally,

ohn en

closure

Director of Corporate Relations

୪୩

Yale University
Box 2190, Yale Station
New Haven, Conn. 06520
May 14, 1970

Mr. William B. Lewis
Chairman of the Board
The American Cancer Society
219 East 42nd Street
New York, New York

Dear Mr. Lewis:

As a person of modest means who has regularly contributed to the limit of my ability to your organization, I wish to question the ethics of the position which the American Cancer Society has taken with regard to the Auerbach-Hammond study versus the Tobacco Institute and the Council for Tobacco Research. If the data is as conclusive as you say it is, I should think that both Doctors Auerbach and Hammond as well as your Society would benefit by having these findings confirmed by other qualified scientists in the field.

I do not smoke and I have been strongly urging my children not to begin. Hence, I could hardly wait to show them your first announcement of the Auerbach-Hammond study. Your subsequent refusal to allow the scientific community an opportunity to examine the data and validate the findings (per your letter of April 17, 1970 to the Tobacco Institute as reported in the Wall Street Journal) has drastically undermined both my own conviction and its persuasive effect on my children. The young people today are so suspicious of hypocrisy on the part of the establishment that they are just as quick to impugn the motives of your organization as they are to accuse the large corporations of placing self interest above public welfare.

Furthermore your suggestion, that if anyone else wants to check the results they can conduct the experiments themselves, seems to be an extraordinarily arrogant attitude to take toward experiments of great public interest which were financed by public funds. It makes them feel that the data are not as conclusive as your announcement has lead the public to believe and that you would like the 3½ years - required for others to replicate the work - in which to let the impression of what may be unsubstantiated evidence become unrefuted "truth" in the minds of the public.

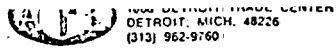
Please correct my understanding of your position in this matter by sending me reprints or bibliography reference listings of the publication of the Auerbach-Hammond findings in authoritative medical journals and/or in the minutes of meetings of appropriate scientific societies. In the meantime I will have to direct my charitable giving toward other worthwhile demands on my available funds.

Sincerely,


John J. Owen

1005133838

DE T. PARKER, President



Cliffoldsmith

May 19, 1970

*Cliff
Do you want to reply?
We sent a copy to
A. Hellerman for his info*

Mr. Joseph F. Cullman, III
Chairman of the Board
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

Thank you for sending me the material on the work of the Tobacco Institute and a copy of your comments made at the Overseas Press Club in New York, on April 30.

I read them with great interest. As an inveterate cigar-smoker, I felt somehow relieved that I am not about to lose all of my cigarette-smoking friends because some poor beagles had holes cut in their throats!

This gives me an opportunity, also, to express my joy and to congratulate you on the announcement that the long-awaited, new cigarette plant will be built in Richmond. As you may or may not know, we have been responsible for the food services in your plants in Richmond for the last ten years. There was many a year when, instead of making money, we lost! But, the answer I had for my Directors was that this was an investment in the future of Philip Morris, that we had great faith in the company, and that sooner or later, they will build the ultimate!

You can imagine how happy I am that you have vindicated my judgment!

Hopefully, we are standing by to consult with your architects and designers and assist in the design of the food services at the new plant. Having enjoyed excellent communication and rapport with the local executives in Richmond for years, I have no doubt that we will be able to add our contribution to make sure that the largest cigarette manufacturer's plant in the world will be the success you have planned it to be.

May Philip Morris continue to grow and prosper under your enlightened leadership!!

My most respectful personal regards.

Sincerely yours,

Dean T. Parker

DTP:bro



1005133839

(10)

"SINCE 1874"

ROTHENBERG & SCHLOSS, INC.
TELEPHONE (816) VI 2-3183 □ 930 BROADWAY, KANSAS CITY, MISSOURI 64105

May 4, 1970

Mr. Joseph F. Cullman, III
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

I can't tell you how pleased I was to see and read the full page story concerning the stand taken by the Tobacco Institute as appeared in the Kansas City Star on Friday, May 1.

In our opinion, it's about time the industry, through the Tobacco Institute, insists that claims be factual and proof positive before any public announcements are made. As you know, our company does not sell cigarettes, but if claims and advertising that the public has been subjected to through various media for the past several years would continue to go unchallenged, then next it would be all forms of smoking, and from there possibly to carbonated beverages, candy, etc., etc., etc..

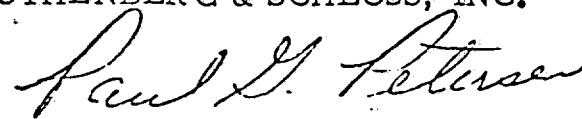
We take our hat off to you, Mr. Cullman, and to the Tobacco Institute for demanding that the Cancer Society, and we hope any other society, is compelled to "tell it as it is", and "show it as it is".

Best regards.

1005133840

Very truly yours,

ROTHENBERG & SCHLOSS, INC.



Paul G. Petersen
Vice-President
Sales

PGP:sr

DISTRIBUTORS OF CIGARS, PIPES, LIGHTERS, SMOKERS ARTICLES, ACCESSORIES
KANSAS CITY, OMAHA, WICHITA, OKLAHOMA CITY, TULSA, DENVER, PHOENIX

Robert Ranni

ONE STAR ATTORNEY AT LAW

44 SOUTH MAIN STREET

EW CITY, NEW YORK 10956

914) 634-4609

May 6, 1970

Mr. Joseph F. Cullman, III
The Tobacco Institute, Inc.
60 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

In inspection of the publicized correspondence between your office and the American Cancer Society suggested that your counsel may have overlooked one significant fact.

I do not presume to be an expert with respect to application for federal aid. However, it is my understanding that one of the conditions imposed to qualify for federal aid in research is that the results and the means employed to reach said results are in the public domain.

It is inconceivable that a public agency may appropriate taxpayers' funds and yet be permitted to release the findings when it suits their convenience. The scientific journals selected for disclosure would have very limited circulation and as you clearly stated, the Society's conclusions by that time would be exploited to the hilt.

I suggest that this avenue be explored to compel immediate disclosure by doctors Auerbach and Hammond of all experimental data which led to their conclusions.

For one, strenuously object to the use of public funds to promote causes of self-interest. The use of federal monies should be severely circumscribed.

Very truly yours,

ROBERT R. RANNI

RRR:taf

Telephones
Providence, R. I. 272-0397
Boston, Mass. 227-8220

Mail
P.O. Box 1236
Providence, R. I. 02901

CHARLES M. REEVES

Financial Consultant

Approved Sites for Nursing Homes and
Garden Apartments in all New England States
Construction and Permanent Mortgages Placed

PROVIDENCE, R. I. May 4th, 1970.

Mr. Joseph F. Cullman, 3rd,
The Tobacco Institute, Inc.
100 Park Ave.
New York, N.Y.

Dear Mr. Cullman:-

As an American citizen, a World War One veteran and naturally a tobacco user for many years, after reading the exchange of letters between Mr. Lewis and yourself.

I could not let this opportunity pass without commending your excellent and timely response to Mr. Lewis of The American Cancer Society.

As one of the millions of The Cancer Society contributors speaking for my wife and self, along with our children and grandchildren numbering 36 in all, I feel Mr. Lewis has erred in not meeting your request to examine public property and if he persists in not granting your request he should vacate his position at The American Cancer Society so we all can benefit, both smokers and non-smokers alike.

Sincerely

Charles M. Reeves

CMR./SH

1005133842



ED RIES AND ASSOCIATES

414 North Alfred Street, Los Angeles, California 90018
Telephone (213) 651-5050 • Cable Address: EDRIESTV

1 May 1970

Mr. Joseph F. Cullman III
Chairman of the Executive Committee
The Tobacco Institute
1776 K Street, N.W.
Washington, D.C. 20006

Dear Mr. Cullman;

I have just completed reading your full page "advertisement" in the 1 May issue of the Los Angeles Times with great interest, and feel that it is necessary for me to express some views on the entire matter.

Let me first establish the fact that I am a cigarette smoker and that I am not in any way a member of the scientific community. I am, however, an individual who is constantly being attacked (and there are many times when I feel it is an attack) by ex-smokers, television, radio, magazines and other communications media offering me pat, definitive opinions that smoking will either shorten my life or kill me directly.

This is possible, maybe even probable. However, I feel that there are always two sides to every story, and that I am being bombarded by only one side.

Your statements in the Times are the first public communication that I have ever seen indicating that there is some doubt as to the "absolute" findings and opinions which are being set forth in the various public communications almost hourly.

This letter is not in any way intended to take sides as to whether cigarette smoking is or is not a health hazard. It is intended, however, to attempt to encourage responsible parties on both sides to present a balanced picture of the findings of both sides.

I would strongly urge that those interests which doubt the findings of one side of the picture make a concerted effort to transmit their findings and



1005133843

ED RIES AND ASSOCIATES

May 1970

r. Joseph F. Cullman III
Page 2

nions to the general public. I must admit that I get a bit annoyed When
ee continual commercials against smoking by public and publicly
ported groups, yet only standard commercials by the private se ment
f the dispute.

me conclude by stating that I am concerned with my health. However,
m also concerned with knowing both sides of the story, publicly. hen
will make my decision, as I am sure thousands of other smokers nd
on-smokers will.

You have my permission to use this letter in any way.

ours truly;

D RIES AND ASSOCIATES

d Ries
resident

r/hm

1005

88

GEORGIA SOUTHERN COLLEGE

STATESBORO, GEORGIA 30458

DIVISION OF BUSINESS

May 12, 1970

Mr. William B. Lewis
Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, NY

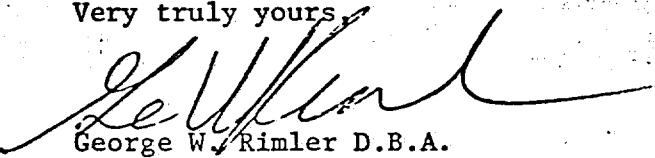
Dear Mr. Lewis:

As a non smoker, but frequent contributor to the American Cancer Society I would like to respectfully suggest that you honor the request of the Tobacco Institute and fully disclose the results of the research conducted by Doctors Auerbach and Hammond.

It certainly seems unreasonable for you to publicize conclusions that are not subject to review by an expert panel.

If the work in question merits the great significance you claim why can't the findings be subject to impartial review.

Very truly yours,


George W. Rimler D.B.A.
Head, Department of Management

GWR:ccp

cc Mr. Joseph F. Coullman, 3rd

1005133845

RUDER & FINN

May 13, 1970

Mr. Joseph F. Cullman, 3rd
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Joe:

The good things in life are too few to go unacknowledged. I thought that the editorial in "The New York Times" was just great -- and I know that it couldn't have happened unless you personally had the courage to go out on the line in connection with the whole Tobacco Institute press conference. You did beautifully and it turned out beautifully. I hope that this marks the beginning of a whole new era of affirmative, positive things that the Institute can do on behalf of the whole industry.

Best wishes,


William Ruder

1f

1005133846

RUDER & FINN, INC., 110 EAST FIFTY-NINTH STREET, NEW YORK, N.Y. 10022, TEL. (212) PLAZA 9-1800 CABLE RUDERFINN

OFFICES: ATLANTA, CHICAGO, DALLAS, HOUSTON, LOS ANGELES, SAN FRANCISCO, WASHINGTON, D.C., LONDON, JERUSALEM, TEL AVIV, MILAN, PARIS, TOKYO, TORONTO

DAVID E. SATTERFIELD III
3rd DISTRICT, VIRGINIA

WASHINGTON OFFICES
324 CANNON OFFICE BUILDING

MEMBER OF:
COMMITTEE ON INTERSTATE
AND FOREIGN COMMERCE
COMMITTEE ON VETERANS AFFAIRS

RICHMOND OFFICE
1100 FEDERAL BUILDING
400 N. 8TH STREET, 23210

Congress of the United States
House of Representatives
Washington, D.C. 20515

May 5, 1970

Mr. Joseph F. Cullman, III
Chairman of the Board
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Joe:

I thought the full page tobacco advertisement in the newspaper which included the exchange of letters between you and Mr. William B. Lewis of the American Cancer Society was excellent. In my view the Tobacco Industry should let no opportunity pass which affords it a chance to strike back at those whose unconscionable advertising on TV presents material that is false and misleading.

Sincerely yours,

DAVID E. SATTERFIELD, III

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00
00
00
00

SIGMA



ALPHA

WESTON SMITH
Lockmere Lodge
Stamford, N.Y. 12167

May 20, 1970

Mr. Joseph F. Cullman, III
Chairman of Executive Committee
THE TOBACCO INSTITUTE, Inc.
100 Park Avenue, New York City

Dear Mr. Cullman:

Congratulations on your recent challenge to The American Cancer Society on the unproven injury of cigarette smoking to good health.

It is my privilege to attest that I have been a cigarette smoker for more than fifty years, usually two packs per day, and my lungs are clear as a bell, and my present physical condition is excellent.

True, I commenced smoking corn silk, then switched to cigarettes when I was only 18 years old. However, my family physician in those days warned me that the one cigarette before breakfast was more deadly than all of the cigarettes during the remainder of the day....

Thus, I have made it a habit never to smoke before my breakfast. Also, it is a good idea never to smoke after retiring, as one cigarette in bed can burn down a home, and many have..... Here's a possible slogan: "Never smoke before breakfast, not after retiring, and save yourself and your home."

In addition, I am almost a "chain smoker" while driving my car. It is my opinion that a cigarette-smoking driver never falls asleep at the wheel; and I have never heard of an accident involving a smoking driver.

Will the discontinuance of cigarette commercials on radio and television reduce the price of cigarettes? This could prove to be a great campaign for cigarettes: "No More Cigarette Commercials on Radio & TV Means Lower Priced Cigarettes." These suggestions are offered without any obligation or remuneration to the undersigned.

Sincerely,

Weston Smith
WESTON SMITH

W.B./my

1005123848



FRED P. MURPHY and Weston Smith shown together at a recent meeting.

Local Men Honored In Who's Who

Two residents of Stamford, Fred P. Murphy and Weston Smith, are honored with biographical listing in the new 1970 - 71 bi-annual edition of "World Who's Who in Finance and Industry," formerly called "World Who's Who in Commerce and Industry," which is published by Marquis - Who's Who Inc., Chicago, Ill., the only publisher recently of "Who's Who in America," in which both Mr. Murphy and Mr. Smith also have biographical listings.

Fred P. Murphy, presently chairman of the executive committee of Grolier Incorporated, and formerly both chairman and president of this publishing company, was born in Stamford. Following his graduation from Cornell University, he commenced his career as a salesman with Frontier Press, Buffalo, and later served with Charles Scribner's Sons, New York book publisher. He joined the Grolier Society in 1913 working his way up from resident division manager in Kansas City, Mo. He continues as board chairman of Stamford's Prospect Dairies, Catskill Craftsmen, Timberland Products Company, and Rexmire Corporation, plus a member of the Council of the New York State University and Technical Institute in Delhi. In 1958 he received an honorary degree (D.C.L.) from Hartwick college, Oneonta; and later was decorated as a Chevalier des Palmes Academiques in France.

Weston Smith, for the past five years the news columnist of "The Wall Street Transcript," a national weekly tabloid financial newspaper, is called the only columnist "writing in alphabet-

ical order." In addition, his column provides the only weekly review of the progress of "Mergers and Acquisitions," reporting agreements in principle, completions, terminations and cancellations. His status as an "international columnist" was recently recognized by the "Dictionary of International Biography," published in England and distributed in 109 foreign countries with copies in every public library worldwide. Last year, Mr. Smith also was honored by election as the worthy grand master of the Sigma Alpha Fraternity, the honor society of security analysts, financial journalists and publicists and other investment opinion leaders.

Mr. Smith was born in Brooklyn, and following his graduation from New York University, he commenced his business career as a statistician with Moody's Investors Service, later serving for 30 years with "Financial World," national weekly magazine, advancing from associate editor to executive vice president and director of the Annual Report Surveys and Awards. He and his wife, the former Marjorie Ann Young, had been spending their vacations in Stamford for almost three decades, and in 1965 decided to live there all year, because their son, Stuart, makes his residence in Stamford, serving with Catskill Mountain Video, Inc.

Both Mr. Murphy and Mr. Smith are partly retired in Stamford because they prefer the "fresh air mountains" to the palm trees of Florida or California plus the changing seasons.

1005133849

WESTON SMITH
Lockmore Lodge
Stamford, N.Y. 12167

LEWIS, E. LYON
REGINALD E. CAUGHEY
CHARLES G. LYON
JOHN B. YOUNG
RICHARD E. LYON
R. DOUGLAS LYON
ROLAND N. SMOOT
CONRAD R. SOWM.JR.
JAMES W. GERIATR
ROBERT M. TAYLOR, JR.
LLOYD SPENCER
FRANK E. MAURITZ
OBERT E. LYON
JAMES J. SHORT
SAMUEL B. STONE
DOUGLAS E. OLSON
JAMES L. LYON
ROBERT C. WEISS
EDGAR W. AVERILL, JR.
THOMAS D. KILEY

LAW OFFICES

LYON, & LYON

PATENTS AND TRADEMARKS

811 WEST SEVENTH STREET

LOS ANGELES 90017

TELEPHONE

6M-3901 AREA CODE 213

une 30, 1970

Mr. Joseph F. Cullman, III
Chairman, Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
60 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

This is in response to your advertisement of May 1, 1970 as it appeared in the Los Angeles Times. The import I glean from this advertisement is that the Tobacco Institute, Inc. does not consider smoking to be hazardous to one's health.

I started smoking at approximately 16 years of age and with insignificant exceptions have averaged between two and three packages a day since that time. I have been loyal to Chesterfield cigarettes, either out of habit or otherwise. The publications of the American Cancer Society and the conflicting views of the Tobacco Institute instill in me doubt as to the advisability of continued use of the products of the Tobacco Institute.

To alleviate that doubt, would you please provide me with the assurances of the Tobacco Institute that my continued use of cigarettes will not cause either cardiovascular distress or carcinoma?

truly yours,

oland N. Smoot

ALBERT H. UBERT
COUNSELOR AT LAW
HENSONVILLE, N.Y. 12439
518 734-4206

May 11, 1970.

Mr. Joseph F. Cullman, 3rd,
Chairman of Board,
Philip Morris, Incorporated,
100 Park Ave.,
New York City 10017.

My dear Mr. Cullman,

Thanks for the copies of Interim Report sent to Mrs. Ubert and to me. Obviously, we are stockholders.

On top of this, I have been an inveterate smoker of English Ovals, regular size, for what seems like ages, (am 67)

The coupons were used to keep my wife in stockings, to a degree.

I wrote your associate, the president, two letters in which I asked if a collection of these coupons could be converted to stockings, at this date. My reason - I still bought Ovals in Albany in March which contained the coupons despite your notice of cancellation. I sent him a package from the carton as evidence of getting coupons, after closing date.

Nominally a letter to the President of a corporation warrants a reply, regardless of who sends it, other than crank notes. But here on top of being your customers, we are stockholders, and still, not even the courtesy of a reply. What kind of public relations does Mr. Weissman pursue?

Your interest in checking with him will be appreciated.

Gratefully,

Am. H. Ubert

AHU:HCJ.

N.B. 1. Tell George he owes me a pack of Ovals for the one I mailed to him.

2. I admire your fearless approach in re the "dog deal" and the Ad in the "Times", and their editorial which followed by a day or two. Congratulations!

1005133851

ay 9, 1970

Mr. William B. Lewis
chairman of the Board
The American Cancer Society
19 East 42nd Street
New York, New York

cc: Joseph F. Cullman, 3rd
The Tobacco Institute

ear Mr. Lewis:

I, the undersigned, have read the letters between your organization and The Tobacco Institute regarding "The Effects of Cigarette Smoking on Dogs." It appears to us there should be no hesitation in permitting analysis of the research results of your organization by The Tobacco Institute or any interested group. Refusal to grant such permission could cause speculation that portions of the results have been published "out of context." As donors of the American Cancer Society (and some cigarette smokers) we would like to know the facts, not only as interpreted by your organization but as interpreted by The Tobacco Institute.

We definitely urge you to grant the request of The Tobacco Institute.

Very truly yours,

Av

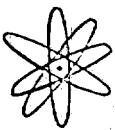
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L Lewis: Please send your response to me and I will circulate it to the other signers of this letter.

(Signature)

10051338

TELEPHONE 848-3646



ELNORAL HOTELS LTD.

(NORDIC - ALGODON)

ELLIOT LAKE, ONTARIO

The Tobacco Institute,
1176 K. Street, N.W.,
Washington D.C. 20006
USA.

Nordic Hotel April 4/7
Elliot Lake Ontario
Canada

May 13rd 1970

After receiving the exchange of 3 letters regarding
the American Cancer Society, in the National Archives
on May 4th 1970. Your offer to supply the complete text of
all correspondence regarding this matter is intended
to individuals. The writer would be most appreciative for
such information.

Incidentally information concerning your stand
regarding the Surgeon-General's Report would also be
most welcome, if available.

With considerable interest the open reply, I
remain

Sincerely

Robert C. Wilson Ph.D.
Executive Consultant

Correct
a

WP

1005133853

TRACK TECHNIQUE

The Journal of Technical Track & Field Athletics

5/4/70

The Tobacco Institute
1776 "K" Street, N. W.
Washington, D.C. 20006

FRED WILT, Editor
2525 Kickapoo Dr
Lafayette, Indiana
47905

Gentlemen:

I have a bold suggestion in the realm of advertising which I should like to submit for your consideration.

Arthur Lydiard, famous New Zealand track coach who produced a number of Olympic Champions and world-record holders, is currently lecturing in the USA, as guest of the U.S. Track and Field Federation. Three years ago he accepted and filled a contract wherein he served as National Coach of Finland. Prior thereto, he served as a track coach-lecturer in New Zealand, employed by Rothman's, Ltd., a world-famous name in tobacco. Lydiard is scheduled to return to his native land in June.

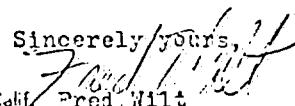
Permit me to suggest that something new, different, and beneficial in sports may be done in the realm of advertising at a minimum of cost which could result in tremendous favorable publicity and serve to enhance the image of the tobacco industry.

I suggest that you, on behalf of The Tobacco Institute, or else one of the major tobacco firms individually, finance a "chair" in physical education at some university for one or more years, to be occupied by Arthur Lydiard. Many universities would be happy to have Lydiard's services in physical education and coaching, providing his salary were paid by some endowed (or other) fund. He is not eligible for the usual type university employment due to lack of academic degrees such as we in the USA normally require. Nevertheless, he does have an expertise in coaching which no number of degrees can confer. Such a "tobacco sponsored" chair or professorship in physical education in the USA would result in far, far more favorable newspaper, radio, sports, and TV advertisement for tobacco than its cost. This would prove to sportsmen, educators, and the American public that tobacco seeks to put something back into sports in the way of technical expertise, instead of merely exploiting the market only for profit.

Should the above appeal to you and/or members of your Institute, please permit me to hear from you at an early convenience so that I may put you in touch with Mr. Lydiard.

Finally, permit me to mention that this letter is motivated by a desire to serve the future of track and field by securing for our country this world-renowned authority's services.

Sincerely yours,


Fred Wilt

PUBLISHED BY: Track & Field News, Inc., P. O. Box 296, Los Altos, Calif. Fred Wilt

1005133854

T. MARY'S CHURCH

SHRINE OF OUR LADY OF WALSHINGHAM
509 SIXTH STREET
HARLEROI, PENNSYLVANIA
15022

CANON JOSEPH WITTKOFSKI, M. S.
TO THE ORDINARY OF THE DIOCESE OF
PITTSBURGH AND RECTOR OF ST. MARY'S CHURCH
NON

May 9, 1970

The Tobacco Institute
1776 K Street, N. W.
Washington, D. C.

Dear Sirs:

Inclosed please find a copy of the address which I gave last October at the Convention of the Association to Advance Ethical Hypnosis. This was an assembly of about 1300 medical doctors, dentists, psychiatrists and psychologists and educators. My marked remarks on pg. 9 and 10 may be of interest to you. Not one person present contradicted what I said.

I had hoped that these remarks might come into your hands before this time. I think the American Cancer Society and some allied organizations have embarked upon some very wise medical waters.

With all good wishes, I remain,

Sincerely yours,

✓ Canon Joseph Wittko fski

JW/ws

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ADDRESS OF THE REV. CANON JOSEPH WITTKOFSKI, M. S., AT THE FOURTEENTH ANNUAL CONVENTION OF THE ASSOCIATION TO ADVANCE ETHICAL HYPNOSIS, NEW ORLEANS, LA., OCTOBER 17-19, 1969.

Is a religious ministry not existential in nature really any ministry at all? A man may be set aside, consecrated, seated, and robed in the garments of a bishop but such a one is no real bishop unless he consequently functions as a bishop. The same thing can be said of any other minister, priest, or rabbi. In our dislocated society, we now have clergymen functioning as sociologists, as politicians, and as various kinds of executives. For this reason, because they are operating in a secular role, they have to that same degree relinquished their claim to any sacred ministry.

The purpose of a religious ministry looks to making people aware of their potentiality to become the children of the living God. All the liturgies and structures of organized religion should be directed toward its primary function. Unlike all other things which mankind knows, man himself has an entrance into the innermost recesses of his being. The possession of a reasoning mind and of a will-power marks the human creature in the likeness and image of God. The minister of whatever sort should aim his essential activities toward opening the eyes of people so that they come to recognize their standing face to face with their God. In this relationship, they begin to understand the means through which they can grow more and more God-like. Here is the fundamental for healthy self-esteem which makes love for neighbor and for God into an actual possibility.

Whether people live in the East or in the West, in spite of many external pressures to the contrary, their happiness demands appreciation of the fact that the individual person is more important than the collectivity. - Toward this purpose, recognition must be continually cultivated that the human spirit, personal freedom, and the ability to love lifts the individual above the state. People

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could well be the result of an induced self-hypnosis. Experience with many people seemed clearly to justify this approach. If there be solid evidence for such a conclusion, therapy for many should neither be sought in drugs, nor in institutionalization, nor in shock treatment but, instead, in dehypnotization and counter suggestion. The writer's ideas, at the time, produced a storm of ridicule, scorn, and professional questioning. In the October, 1969 issue of Hypnosis Research in Practice, Dr. B. J. Hartman has published an excellent article entitled, "Accidental Autohypnosis: A Hypno-Cybernetic Approach to Emotional Disorders." Dr. Hartman supports the writer's thesis and maintains that the role of suggestion in emotional disorders is largely ignored in professional literature dealing with psychodagnosis and psychotherapeutic treatment. He writes, "When a person is in the 'grip of an emotion, the subconscious mind takes over. Just as in hypnosis, there is a loss of consciousness and the person may unknowingly slip into a trance; just as in hypnosis, he becomes extremely suggestible. A remark may be made or the person may have a thought, which is accepted or carried out by the subconscious mind as if it were a posthypnotic suggestion. Under intense emotion, the subconscious mind seems to automatically register a statement as though a tape recording is being made. With reinforcement through association (the same as a posthypnotic suggestion): the idea will be carried out compulsively."

For Cora, a severe family crisis produced the emotional situation which became the premises for her autohypnosis. Her anxiety of what others would think and say created the suggestion which took root and grew stronger tending to separate Cora from reality. When the damaging suggestion had been removed by heterohypnosis, she was released from her case of "nerves."

The sensitive minister will always be aware of the importance of suggestion in human living. Several years ago, the writer was spending a vacation in Canada. In the parking lot of a Toronto hotel, he stumbled over a placard

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had likely been used during a convention at the hotel. It read, "Remember Cancer is neither a Bacteria nor a Virus but is a State of Mind." Psychosomatic research gives reasons to suspect that the mind does play a role in the development of the disease. When a government orders an inscription on each package of cigarettes about possible harm from cigarette smoking, does it not run the risk of using suggestion to spread the disease? When the American Cancer Society uses many coughing and hacking people to introduce an advertisement against smoking, could this not be an immoral use of suggestion? If cancer is promoted by suggestion, we can now expect many more to become its victims who may not have developed it otherwise. An existentially conceived ministry cannot afford to ignore the abuse of suggestion in interpersonal relationships.

The pastoral use of hypnotic technique should never be regarded as a game or as a panacea. It should be employed in the framework of ministerial function.

In the chaotic relationships, today, of spirit, mind, and body, sometimes the causative factor for disorder can be pin-pointed in the conscious area. Simple re-education may do the job. There should be no indiscriminate use of hypnosis but, if simple re-education fails, hypnotic technique offers hope.

During the past twenty years, the writer has had the opportunity to work with many hundreds of men, women, and children. Very few failed to respond to hypnosis. Many have been sent to the pastoral study by medical doctors. Among these victims, some required the deadening of the pains of arthritis and other chronic diseases. Some simply required help to overcome fear of dental or surgical assistance. Some needed self-confidence to face an examination or a change of position in life. Others had difficulties with overweight, loss of appetite, nervous spasms, enuresis, insomnia, morbid fears, asthma, allergies, migraine headache, smoking, alcoholism, marital problems, and emotional disturbances..

From the pulpit, the induction of a light trance can more than triple the

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zel, J.: Staff Physician, John J. Kane Hospital, Pittsburgh, a.
leleveland, Frank P.: Pathology Cincinnati, Ohio
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ates, Edward M.: Neurosurgery, The Harbin Clinic, Rome, Ga.
olsinger, H.B.: Farmville, Va,

nston, Kent H.: Instructor in Surgery, Case Western Reserve
leleveland, Ohio

oy Vincent A.: East Rockaway, N.Y.

evi, Alexander A.: (F.A.C.S., F.I.C.S.) Boston, Mass.

Loveless, J. Elbert: Orthopedics, Lubbock, Texas

awlick, Gene F.: San Francisco, Calif.

inkerton, Forrest J.: Honolulu, Hawaii

oche, John E.: Chicago, Ill.

oloff, Boris T.: Director, A.P. Cooke Memorial Cancer Lab.,
lorida Southern College, Lakeland, Fla.

pencer, Frank C.: Professor and Chairman, Dept. of Surgery,
ew York University Medical Center, N.Y., N.Y.

Wolf, John S.: White Plains, N.Y.

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ALLEGHENY COUNTY INSTITUTION DISTRICT

May 11, 1970

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Inc.
1776 K. Street, N.W.
Washington D.C. 20006

Dear Mr. Cullman:

I am writing to you concerning the controversial criteria about cancer of the lung and tobacco. I am a M.D. from Cuba; I was working in the Cancer Institute in Cuba for more than 15 years. I started to do experimental work in order to find the fact about cancer of the lung in 1953. The political situation forced me to take asylum in this country in 1961.

Now I am an American citizen and a American doctor. I have the Licence in Penna. and Texas. From 1961 to 1969 I was working in the hospital for chest disease in Blackwood New Jersey where 150 patients were under my care. Most of these patients are smoking persons and the average person with lung cancer is approximately 7 for 1000 smokers. What happened to the 993 of the remaining smokers?

From Feb. 1969 until now I have been working in the John Kane Hospital in Pittsburgh. There are 2,300 beds and the average age is 77 years old. 55% are smokers. 99% of these patients come to die in this institution because they do not have relatives to take care of them. All of these patients have routine check-ups bimonthly including chest x-rays. Very few cases have cancer of the lung.

I have enclosed some documents in which you can obtain some idea of the work I have done in this field. I am no "top man" in this work because my economical situation doesn't allow me to continue my work in this field in order to find the real answers in this matter. However I am now willing to do the following:

- (1) Experimental work in animals (dogs)
- (2) Statistical work in different hospitals including history of smokers, the number dead, ages and the causes of death.
- (3) Anatomicopathologic studies of the bronchial tree of persons who have smoked for more than 30 years.
- (4) I'm willing to assist to many medical meetings during the years in order to expose my work and the result of my experimental work. When I was wealthy I had the opportunities to assist to many Medical Congress, most internationally which you can see in the enclosed photo copies from newspapers. Most of my experimental work was done with cuban tobacco however in 1957 I was in New York City in the Sloan Kettering Institute with Dr. Ernest Wynter who gave me tar of different brands of cigarettes which I used in my country and the result was similar findings in the tobacco tar. In my experimental work I found that the tar of many plants produced the same alteration as the tobacco tar. I point out in many medical meetings that the statistical work done by many investigators is completely without valor; because they say for each 100 persons who die from cancer of the lungs, 85% are smokers. This is true but they talk about the persons who die from cancer of the lung, but do not say for 100 persons who smoke how many get cancer of the lung - only 7 x 1000. I say that for every 100 persons who die in car accidents - 72% are smokers, etc.

(continued)

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ALLEGHENY COUNTY INSTITUTION DISTRICT

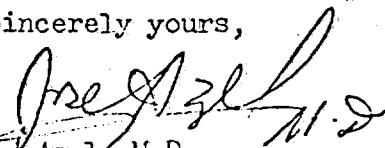
- (5) I am willing to have T.V. interviews to speak about this subject and expose my opinions pro and con.
- (6) I have most of the material for publication of a book about the history of tobacco. This publication can be done with the help of the 17,000,000 workers in the tobacco industry; with only one dollar a year or 12 cents monthly x one year, and they can have the book free.
- (7) I am in contact with one of the best pathologists in this country. His name is Antonio V. Dapena, Professor of Pathology of the Graduates Hospital in Philadelphia, who now is writing a book for most of the Schools of Medicine in this country.
- (8) In 1968, in a medical meeting in Philadelphia, Dr. Auerbach reported statistical studies done in 100,000 persons who were smokers, and he found that 78% of them had pre-cancer cells. He also reported the studies of the bronchial tree of 100,000 persons who do not smoke and he found that 68% had pre-cancer cells. The pre-cancer cell is too abstract a term and doesn't necessarily mean cancer.

If any of this subject is interesting to you, please contact me by phone (Area Code 412-276-1458) After 4:00 P.M. from Monday to Friday and Saturday and Sunday during the day. Also I am willing to contact you personally at your convenience or you can see me at the hospital any time.

Please let me know as soon as possible your opinion, no matter what it is and please return my enclosed documents.

The American Tobacco Co. know me well since 1961. I met Dr. Robert Hooker and Dr. Cox but at that time my English was poor, but now I can explain my ideas and plans for the future in this controversial subject.

Sincerely yours,


J. Azel, M.D.
Staff Physician
John J. Kane Hospital
Pittsburgh, Penna.

1005133862

JL/mfe

FRANK P. CLEVELAND, M.D.

PRACTICE LIMITED TO PATHOLOGY

32 EDEN AVENUE
CINCINNATI, OHIO 45219

June 25, 1970

OFFICE: 221-4524
HOME: 561-5368

Cullman, III

Mr. Jose Chairman of the Executive Committee

Tobacco Institute., Inc.

Philip Morris, Inc.

60 Park Avenue

New York, New York 10017

Dear Mr. Cullman:

For many years I too have disapproved of the American
er Society's allegations of cigarette smoking being the
cause of lung cancer. A number of years ago a student of mine,
working for his Doctor of Industrial Medicine degree at the Kettering
Laboratory, University of Cincinnati, wrote his doctoral thesis
on the subject of pulmonary changes as related to environmental
pollution, occupation and cigarette smoking.

This doctoral thesis has lain dormant in the library of the University of Cincinnati and in the library of Kettering
aboratory, has never been reviewed by interested parties to the
of my knowledge, nor in any sense become public knowledge.

The title of the doctoral thesis is "Morphological Changes
n the Tracheobronchial Mucosa of Residents of Cincinnati and
Environs", prepared in 1958 by Dr. Joseph Szolomajer, currently
residing and practicing in Euclid, Ohio at the following address:
5701 Lakeland Boulevard, Euclid, Ohio 44117.

Should a member of your Institute desire to review
this thesis, your request might be directed to Miss Evelyn
idner, Medical Librarian, Kettering Laboratory, University of
Cincinnati College of Medicine, Eden and Bethesda Avenues,
Cincinnati, Ohio 45219. Upon my inquiry Miss Widner has informed
that on occasion the doctoral thesis is sent out for review
by interested persons.

Yours sincerely,

Frank P. Cleveland, M.D.

FPC:cm

to
P. P. Ferraracio, M.D.
Bluefield, Virginia 24605
June 29, 1970

William B. Lewis, Chairman of the Board
American Cancer Society
19 East 42nd St.
New York, New York 10017

Dear Mr. Lewis:

I have on my desk a copy of "Correspondence between The Tobacco Institute and the American Cancer Society" Feb. 27, 1970/April 1, 1970. I have read this pamphlet from cover to cover and I acknowledge the hazards of smoking and the predicament the tobacco institute finds itself, but this is not what prompted me to write this letter. I have been thinking of the injustice imposed upon the tobacco industry with all the nationwide publicity against tobacco smoking. Aren't we being a little discriminatory and unjust toward this particular industry?

Let us take up the alcohol industry for instance. Is there anything being done by the government to curb the advertising ~~the manufacturing and sale of~~ ~~as the government~~ imposing labeling regulations on this industry as to health hazards and the dangerous results that often occur following the use of alcoholic beverages?

any one or any group ever attempted to analyze which one of these two products is the most deleterious to the human body or most costly in productivity of the individual in regards to loss of time from work and to the tragic consequences excessive drinking may lead?

o, in medicine, know that neither one of these products are instant killers and that each requires years to show their deleterious effects on the human body. But which of the two is the instant killer? And which of the two causes more instant deaths yearly?

f the truth were known, I'm inclined to believe that deaths due to acute and chronic alcoholism greatly outnumber the deaths due to smoking, when one considers the slaughter on our highways and the social killings that occur every day as a result of acute alcoholism. You see there is a difference

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P. P. Ferraraccio, M. D.
Bluefield, Virginia 24605

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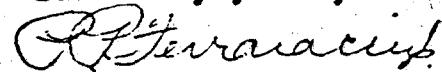
between acute alcoholism in which state the individual is not himself but an altogether a different individual with all inhibitions gone and no rationalization, and that of acute "smoke-atism" in which state the individual may be restless and jittery but still able to control his emotions.

I am not in favor of the abuse of one or the other, I am a conservative, middle of the road man. I take an occasional social drink and I do smoke one or two cigars daily and an occasional pipe full of tobacco nitely.

Don't you think that we have been just a little bit unfair towards the tobacco industry? After all, we don't have all the facts, such as air pollution, heredity, pre disposition to certain disease, etc.

These are my personal beliefs and observations, Mr. Lewis. I have no statistics to back up my beliefs and I want you to know that I have no stock in the tobacco industry. I do believe that an injustice is being done to the tobacco industry.

Sincerely yours,



P. P. Ferraraccio, M. D.

PPP/lp

Copy to:

Mr. Joseph F. Cullman, 3rd
The Tobacco Institute, Inc.
100 Park Avenue
New York, N. Y. 10017

1005133865

ASSOCIATES:

GENERAL SURGERY

B. LESTER HARBIN, M. D.
BOYCE S. BRICE, M. D.

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EDWARD L. BOSWORTH, M. D.
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OPHTHALMOLOGY

THOMAS S. HARBIN, M. D.

H. RICHARD CONNELL, M. D.

OPHTHALMOLOGY -

OTOLARYNGOLOGY

A. V. GAFFORD, M. D.

ORTHOPAEDICS

JAMES M. KELLEY, M. D.

THE HARBIN CLINIC

PROFESSIONAL ASSOCIATION

ROME, GEORGIA

80161

BUSINESS MANAGER
DAVID M. BOWEN, JR.

July 27, 1970

PSYCHIATRY
WILLIAM S. DAVIS, M. D.

UROLOGY
RALPH M. HOWSE, M. D.

AFFILIATES:

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ROBERT HARBIN, M. D.

DERMATOLOGY
HARRY W. SCOTT, M. D.

NEUROSURGERY
EDWARD M. GATES, M. D.

PEDIATRICS
ROBERT J. BLACK, M. D.

PSYCHIATRY
JOHN R. LOVVERN, M. D.

RADIOLOGY
W. D. DOOLEY, M. D.

DENTISTRY
RANDOLPH B. GREEN, D. D. S.

Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

I am enclosing a letter that I have written to Mr. William B. Lewis, Chairman of the Board of the American Cancer Society. I am deeply interested in the causal connection of lung cancer in relationship to smoking and also in relationship to cardiovascular disease.

I have no financial interest in the tobacco industry whatsoever, therefore it makes very little difference to me whether cigarette smoking is honored or dishonored in this respect. I do resent the fact that scientific data is not put forward for debate on the scientific level for reconfirmation in competent scientific laboratories. I can understand your indignation, which undoubtedly amounts to as much as mine. I hope you can foresee the issue and bring this problem to rest once and for all for the sake of the American public.

Sincerely yours,


Edward M. Gates, M. D.

1005133866

EMG/bk

Enclosure

ASSOCIATES:

GENERAL SURGERY
S. LESTER HARBIN, M.D.
BOYCE S. BRICE, M.D.

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THOMAS S. HARBIN, M.D.
M. RICHARD CONNELL, M.D.

ENTHROLOGY - OTOLARYNGOLOGY
A. V. GAFFORD, M.D.

ORTHOPAEDICS
JAMES H. KELLEY, M.D.

THE HARBIN CLINIC

PROFESSIONAL ASSOCIATION

ROME, GEORGIA

58167

BUSINESS MANAGER
DAVID M. BOWEN, JR.

July 27, 1970

PSYCHIATRY
WILLIAM B. DAVIS, M.D.

UROLOGY
RALPH M. HOWSE, M.D.

AFFILIATES:

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ROBERT J. BLACK, M.D.

PSYCHIATRY
JOHN R. LOVVERN, M.D.

RADIOLOGY
W. D. DOOLEY, M.D.

BENTISTRY
RANDOLPH B. GREEN, D.D.S.

Mr. William B. Lewis
Chairman of the Board
American Cancer Society
219 East Forty-Second Street
New York, New York 10017

Dear Mr. Lewis:

We have received in our office, through the Tobacco Institute, a series of correspondence between the Tobacco Institute and the American Cancer Society, dated February 27, 1970 apparently through April 29, 1970, in which there is a running exchange between you and Mr. Joseph F. Cullman, 3rd. I was a bit disturbed by your replies to Mr. Cullman.

The first thing that disturbs me is the scientific release prior to publication in a recognized scientific journal by two research workers at a special press conference of their findings, as mentioned in the first sentence of the letter of February 27, 1970 to you from Mr. Cullman. In your answer to Mr. Cullman's letter on March 12, 1970, you state, "It is expected that the full report will be published in the very near future." You further stated that there was "...meticulous work..." in the latest scientific experiments which you believed meets the highest tradition and protocol of scientific investigation. This is somewhat disturbing to me in that two recognized, competent scientists would prefer to make their announcements publicly prior to publication in the usual scientific journals where they may be carefully examined and assessed by other scientists. This is sort of an unusual way for competent scientists to announce their scientific achievements and has somewhat the smack of sensationalism, and naturally I could understand why Mr. Cullman felt that there was something spurious in these studies.

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Mr. William B. Lewis
chairman of the Board
American Cancer Society
age #2

notice in Mr. Cullman's letter to you on March 20, 1970, that there is statement, "First, publication in a scientific journal will not occur until any months after the Waldorf-Astoria press conference of February 5.

Again, for something as serious as this, this sounds like sensationalism rather than science. And, in your letter to Mr. Cullman of April 17, 1970, the whole tone of your letter suggests to one who is in the field of science and dealing with human beings that there is something that is not quite right in this study, otherwise, no outstanding scientist in research work who has done competent work would be afraid to expose his methodology and have others attempt to duplicate their work to substantiate it in disinterested laboratories. This situation is a far too serious one to be handled in such an arbitrary fashion as the American Cancer Society seems to have undertaken and certainly is not truly a scientific approach to the problem.

Definitely, I feel that the Tobacco Institute could set up an adequate research program, but I still feel that the results of these scientists' studies, as well as their microscopic tissue and slides, should be reviewed by others.

The whole thing to me smacks like two little children having a knock-down-drag-out fight in the backyard, as to who threw the best baseball in the Atlanta Braves-New York Mets Game. This is certainly not the type of correspondence one would expect from the American Cancer Society.

As a supporter of your society, a member of the medical profession, and one who certainly has the greatest interest at heart, I feel that the protection of the American public, as well as the public throughout the world, from the dangers that may be incurred from the use of tobacco, that your organization would be most desirous to make every bit of data, method and knowledge available through scientific channels and through the press. Since you have already resorted to sensationalism through press releases, you should think that you would have no other course in all fairness but to comply with Mr. Cullman's request. What have you to lose by it if their work is as outstanding and as good as you claim, then it can only be confirmed.

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Mr. William B. Lewis
Chairman of the Board
American Cancer Society
Page #3

Confirmation by an antagonist is certainly test of your premise. Therefore, I am left with no other conclusion from the scientific standpoint, that all does not seem quite right.

After twenty-five years in the practice of medicine, and having done research work myself, I have seen too much scientific research work that began with a precluded premise and the work designed to prove the premise rather than designed to see if it disproved the premise that was originally undertaken. I am beginning to wonder if the American Cancer Society did not decide to go about proving that tobacco caused cancer of the lungs, rather than just going about to find out what the effects of tobacco were on the lung tissues and then accepting whatever they found as being significant. I am also interested in knowing whether due allowance has been made for other factors. I have no financial interest whatsoever in the tobacco industry and it makes very little difference to me whatsoever whether your research is honored or dishonored in this respect. It does, however, make a great deal of difference to me if the work is bona fide and true, and then, certainly, the public should be adequately protected from a dangerous substance.

Sincerely yours,


Edward M. Gates, M.D.

EMG/bk

cc/ Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

1005133869

H. B. Holsinger, M.D.

RT. 1, BOX 297

Farmville, Virginia

23901

May 13, 1970

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Phillip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

Something has happened in our environment during the last forty years to account for the increased incidents of lung cancer. We all know that too much X-ray will produce cancer. The shorter the energy ray, the more nearly it approaches the power of X-ray and also the greater the penetration.

Forty years ago we did not have Frequency Modulation or other types of shortwave energy being broadcast such as television signals, radar and so forth and it seems to me that the incidents of lung cancer have been increasing, as these short wave and ultra short wave signals have been increasingly broadcast nationwide.

Two years ago when I visited South Africa they did not have television there and only recently have they begun to broadcast F M radio programs. I believe the white South Africans smoke as much as we do, so it would be easy for statisticians to determine if there is a difference in the incidents of lung cancer in the United States and South Africa. If this would prove that F M radio, television and radar signals contribute to the increased incidents of lung cancer, I guess we will have to live in lead shielded houses.

Sincerely yours,

H. B. Holsinger

H. B. Holsinger, M.D.

HBH:bb

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Lakeside Hospital • Babies & Childrens Hospital • MacDonald House • Leonard C. Hanna House • Howard M. Hanna Pavilion • Rainbow Hospital • Abington House • The Clinics • Weau Medical Research Laboratory

UNIVERSITY CIRCLE / CLEVELAND, OHIO 44106 / TELEPHONE: 791-7300

August 20, 1970

Joseph F. Cullman III
Chairman of the Executive Committee
Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, N. Y. 10017

Dear Mr. Cullman,

I have read your correspondence with Mr. William B. Lewis, Chairman of the Board, American Cancer Society. My response to Mr. Lewis is enclosed.

I do not intend to become part of the public confrontation which has arisen, but my opinion of the position taken by Mr. Lewis is clearly stated to him. I think you will lose in the long run, but the game should be played fairly.

Yours sincerely

H. John ton, M. D.
Instructor in Surgery
Case Western Reserve University

HJ:bw

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University Hospitals of Cleveland

Metropolitan Hospital • Babies & Childrens Hospital • MacDonald House • Leonard C. Hanna House • Howard M. Hanna Pavilion • Rainbow Hospital • Abington House • The Clinics • Weill Medical Research Laboratory

UNIVERSITY CIRCLE / CLEVELAND, OHIO 44106 / TELEPHONE: 791-7300

August 20, 1970

Mr. William B. Lewis
Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis,

I have read the correspondence which exchanged earlier this year between you and Mr. Joseph F. Cullman III, Chairman of the Executive Committee of the Tobacco Institute, Inc. I agree with many of the arguments raised by Mr. Cullman, and feel that the American Cancer Society has erred in its public handling of this matter.

The essential point I wish to make is that it is wrong for a prestigious organization like the American Cancer Society to make public statements, conclusions and recommendations based on unpublished observations. As you point out in your letter of April 17, 1970, these observations should be "judged in the traditional manner of American science, where findings are presented, discussed, accepted or rejected by scientists and physicians whose only motivation is the truth." However an additional tradition in American science is that the observation be published, a procedure which entails preliminary evaluation by the Editors and Reviewers of the scientific publication to whom the paper is submitted. This critical review before publication sometimes results in revision or even rejection of the original manuscript.

If the data have been published, and you then editorialize about them, others will have access to the same material for rebuttal opinions. But if you editorialize when no one else has access to the data, then you may properly be accused of unjustified manipulation for publicity purposes, improper use of scientific data not yet validated by proper publication procedures, and untoward bias.

Since you have editorialized, and the data are not accessible, then the request by the Tobacco Institute, Inc. to review the data does not seem so unreasonable. Obviously, the whole controversy could have been avoided had you withheld comment until publication had been achieved.

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Finally, I am astonished at the tone of hostility and defensiveness in your letter of April 17, 1970 to Mr. Cullen. I would have thought ^{here} ^{that} your suggestion that the Tobacco Institute repeat the study, rather than

August 20, 1970

Page 2

Mr. William B. Lewis

review the data, is an attempt at droll humor, and does not represent your considered judgment.

I am not in the employment of the tobacco industry. I do not own stocks or bonds in tobacco companies. I personally believe that the deleterious effects of smoking are well established by correlation in human studies, and that the direct demonstration of cancer production in other animals may or may not prove applicable to humans. I do not do research on cancer or the effects of smoking. I quit smoking myself five years ago, based on clinical evidence available then, and have not regretted it. Therefore, I do not have any personal stake in the outcome of this study. I do feel strongly enough about the potential evils of prepublication publicity to write this letter.

Sincerely

Kent H. Johnston, M.D.
Instructor in Surgery
Case Western Reserve University

KHJ:bw

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277.W

incent A. Joy, M. D.

00 Scranton Avenue

ast Rockaway, N.Y. 11518

4 970

Joseph F. Cullman, 3rd

irman of the Board

hilip Morris

100 Park Ave.

ew York, NY 10017

ear Mr. Cullman,

enclosed article may be of some interest to you

appeared in the June 15, 1970 issue of Hospital Tribune.

incredely,

incent A. Joy, M.D.

AJ/nh
nclosure

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Smoking-Histology Study

Editor, HOSPITAL TRIBUNE:

Having initiated the study of cigarette smoking and histologic morphology in patients with lung cancer reported in your issue of April 20, I regret the circumstances that resulted in the current publicity.

Your report was based on material presented at the recent meeting of the American Association of Pathologists and Bacteriologists by Dr. Raymond Yesner, who collaborated in this project and recorded many of the histologic findings. The results presented at that meeting were based on a preliminary analysis of the data, and they contain only Dr. Yesner's interpretations of those data.

The final report may show differences in the percentages because new statistical tabulations have been necessitated by a recent change in the criteria used for consolidation of histologic categories. Even if the percentages remain unchanged, however, I disagree with the interpretation that heavier smoking "caused" greater degrees of malignancy in lung cancer. The "base population" in this study consisted

not of a general group of smokers and nonsmokers but of people who already had lung cancer. Consequently, no causal inferences can be drawn about the role of smoking in creating either lung cancer or different cell types of cancer in a general population of smokers and nonsmokers. Furthermore, although increased rates of smoking were associated with increased rates of undifferentiated small cell cancers, such cancers were *not* found to be the most "malignant" tumors in the patients we studied.

My own interpretation of the preliminary data is that they contradict a long-standing belief about the pathogenesis of lung cancer. Although epidermoid carcinoma is generally regarded as exclusively a "cigarette smoker's cancer," four of the 42 people currently classified in our survey as having this type of cancer had *not* smoked cigarettes, and the rate of epidermoid carcinoma did *not* show an increase in association with increased amounts of smoking in the 449 patients we studied.

I am sorry if any of your readers assumed I had approved the contents of the report because my name was cited as a coauthor, and I urge them to await formal publication of the completed results before drawing any conclusions.

ALVAN R. FEINSTEIN, M.D.
Professor of Medicine and
Epidemiology
Yale University School of
Medicine
New Haven, Conn.

1005133825

ALEXANDER A. LEVI, M.D.

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DRS. SHANNON, RATCLIFF AND LOVELESS

MEDICAL PROFESSIONAL BUILDING
3801 - 19TH STREET 795-4315
LUBBOCK, TEXAS 79410

EMMET SHANNON, M.D.
CHARLES E. RATCLIFF, M.D.
J. ELBERT LOVELESS, M.D.

ORTHOPEDICS
AND
ORTHOPEDIC SURGERY

June 22, 1970

*original to
Chairman man*
Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, INC.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

I appreciate the letter we got from you on the Correspondence between The Tobacco Institute and the American Cancer Society, and for some reason or other, I think you are correct.

Yours very truly,

J. Elbert Loveless, M.D./j

cc. American Cancer Society

1005133872

F M
GENE F. PAWLIK, M.D.

FORREST J. PINKERTON, M.D.

Sciter 236xx Alexander Young Building

Honolulu, Hawaii 96812

1134 Punahou Street

Honolulu, Hawaii 96822

Science supporting its own countless experiments and theories is either completely in error or in need of January 29, 1970
revision or radical reversal.

Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

Your letters to the American Cancer Society were masterpieces which deserve the congratulations of every reader, not only those who have favorable reactions to the Tobacco Institute, but also those fair minded pro-American Cancer Society supporters, who surely want the truth about tobacco and its alleged cause of cancer of the lungs and larynx.

Your three statements should be well taken by all, especially those simply requesting that the single report of February 5th by Drs. Auerbach and E. Cuyler Hammond, be subjected to the most critical study and review by several well known unbiased research scientists, highly qualified in the field of experimental research in tumor pathology and lung diseases. It should be stressed that those reviewing scientists should be those recognized by the Society and their colleagues as men of outstanding competence and particularly of proven scientific integrity.

If the Auerbach-Hammond report is scientifically true, it can be confirmed by a similar study under the same standards by an independent, unbiased group of equal or superior qualifications.

The refusal of the American Cancer Society to permit a full review by a confirming or superior study spells out the fear of a discovery of an error or untruth.

It is an old trick common in our own country and others also, to break these startling discoveries first in the form of bold headlines for public consumption. This spells out to us old timers how such operators claim to have discovered the miracle. Our real researchers of standing and integrity are the first to invite others to confirm their discoveries, and the American Cancer Society should be the first to welcome studies by others to confirm their allegations.

Their refusal to urge or permit others to affirm their findings is tantamount to inviting the accusation of their own doubt, which encourages others to likewise doubt their conclusions.

The above claimed discovery was financed by public funds from taxpayers' public governmental funds and some additional funds from the Cancer Society and now announce, that this being so, there is no appeal from the unsupported report that this report is the last and final word on the subject.

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J. PINKERTON

Jr. Joseph F. Cullman

-2-

June 29, 1970

This is history repeating itself because countless experiments of a similar nature have been proven either completely in error or in need of much modification and, in some instances of radical reversal.

ours very truly,

Pinkerton M. *m.d.*

JP:mb

c: William B. Lewis
Chairman of the Board
American Cancer Society

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JUN 30 1970

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JOHN E. ROCHE, M. D.
6441 SO. PULASKI
CHICAGO, ILLINOIS 60629

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MAY 5, 1970

MR. JOSEPH F. CULLMAN, III
CHAIRMAN OF THE EXECUTIVE COMMITTEE
THE TOBACCO INSTITUTE, INC.
PHILLIP MORRIS INC.
100 PARK AVE.
NEW YORK, NEW YORK 10017

DEAR MR. CULLMAN:

I HAVE BEEN PRACTICING MEDICINE IN THE CHICAGO AREA FOR THE PAST 12 YEARS AND I HAVE HAD THE OPPORTUNITY TO DISCOVER DURING ALL THIS TIME THAT A LARGE NUMBER OF PEOPLE, TOO LARGE A NUMBER I AM AFRAID, ARE LIVING IN CONSTANT FEAR OF DEATH AND ARE NO LONGER ENJOYING LIFE BUT ARE RATHER SUFFERING THROUGH IT IN SUCH A FRIGHTENED WAY THAT MAKES ME WONDER IF SUCH A LIFE IS WORTH LIVING AT ALL, AND ALL BECAUSE OF THE FEAR CAMPAIGN THAT HAS BEEN RAVAGING THIS COUNTRY FOR THE PAST 15 OR 20 YEARS.

THERE HAS BEEN A TREND SINCE THE EARLY 50'S TO SCARE PEOPLE INTO SPENDING MONEY FOR ONE REASON OR ANOTHER. FIRST CAME THE ATOMIC SHELTER SCARE CAREFULLY PLANNED BY IMMATURE, CARELESS, AND IRRESPONSIBLE PEOPLE TO PROMOTE A NATION-WIDE CONSTRUCTION OF SHELTERS BY CAUSING AN ALMOST UNIVERSAL FEAR OF DEATH BY THERMONUCLEAR WAR. THIS FEAR WAS PERFUSED INTO EVERY SINGLE TELEVISION VIEWER UNTIL PEOPLE WERE THINKING MORE OF DYING THAN OF LIVING. THEY EVEN HAD MOVIES SHOWING FRIGHTENED, INSANE PEOPLE LIVING IN SHELTERS AFTER AN ATOMIC ATTACK AND EQUIPPED WITH ALL KINDS OF WEAPONS FIRING AT ANY UNLUCKY NEIGHBOR WHO WAS NOT STUPID ENOUGH TO BUILD A SHELTER OF HIS OWN AND WAS LOOKING FOR SOMETHING TO EAT. MOST LIKELY, THESE SELF-APPOINTED SAVIORS HAD IN MIND ONE THING: A MULTI-BILLION DOLLAR SHELTER BUILDING INDUSTRY THAT WOULD SATISFY THEIR MONEY HUNGER FOR A LITTLE WHILE. ALL THEY ACCOMPLISHED OF COURSE, WAS TO PRODUCE MASS HYSTERIA AND CONTRIBUTE TO THE MASSIVE SPREAD OF THIS COWARDLY FEAR OF DEATH WHICH HAS LED MANY PEOPLE TO ABANDON ANY IDEA OF THINKING OF THE FUTURE AND LIVE ONLY FOR TODAY, KILLING, STEALING, AND HATING THE FACT THAT THEY AND OTHER PEOPLE ARE ALIVE.

THEN CAME THE GLAMOUR DISEASES, WHICH ARE CANCER, HEART DISEASE, LEUKEMIA, ETC. THESE ARE DISEASES WHICH ACTUALLY PRODUCE MORE MONEY THAN ANY GOLD MINE OR INDUSTRY OR BUSINESS AND WITHOUT THE INVESTMENTS OR RISKS OF ANY KIND. ALL THEY HAVE TO DO IS SPREAD THE FEAR OF DEATH ON TELEVISION 10 TIMES A DAY, USING THE MONEY THEY COLLECT FROM THEIR SCARED VIEWERS TO PAY FOR THEIR MULTI-MILLION DOLLAR PROPAGANDA. IT IS VERY EASY, THE MORE

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JOHN E. ROCHE, M. D.

6441 SO. PULASKI

CHICAGO, ILLINOIS 60620

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HEY SCARE PEOPLE, THE MORE MONEY THE PEOPLE WILL SEND. THEY ACTUALLY
EAD PEOPLE INTO BELIEVING THAT IF THEY DON'T DIE OF CANCER THEY WILL
LIVE FOREVER. THEY DILIGENTLY OMIT THE THOUSANDS UPON THOUSANDS OF
CAUSES OF DEATH WHICH HAPPEN TO BE AS DEADLY AS CANCER. BUT OF COURSE,
THESE ARE NOT GLAMOUR DISEASES AND DO NOT CAUSE PEOPLE TO CONTRIBUTE
MONEY, NON-TAXABLE MONEY, THAT IS.

OMEONE SHOULD INVESTIGATE THE PRESIDENTS OF THESE CHARITIES OR COMMITTEES
OR SCARING PEOPLE SO SYSTEMATICALLY AND IN SUCH AN EFFECTIVE MANNER.

WE ALL KNOW THAT CANCER KILLS PEOPLE. WE ALSO KNOW THAT EVERY PERSON IN
THE WORLD MUST DIE AT ONE TIME OR ANOTHER, WHETHER THEY SMOKE OR NOT, AND
WHETHER THEY DRINK OR NOT. WE ALSO KNOW THAT EVERY LIVING HUMAN BEING
MUST DIE SOMETIME OR ANOTHER, REGARDLESS OF AGE OR HABITS. SOME HUMAN
BEINGS DIE ON THE VERY DAY THEY ARE BORN, OR AT 2 WEEKS OF AGE, OR AT 3
YEARS, OR 20 OR 90.

NY PHYSICIAN WHO HAS BEEN PRACTICING FOR ANY NUMBER OF YEARS HAS SEEN
PEOPLE DIE OF LUNG CANCER WHO NEVER SMOKED BEFORE; OR THEY HAVE SEEN
PEOPLE DIE OF NON-GLAMOUROUS, NON-FUND RAISING DISEASES LIKE PNEUMONIA,
ETC., PERFORATED ULCERS, ETC. EVERYONE KNOWS THAT SMOKING COULD
BE HAZARDOUS TO HEALTH, BUT SO IS WALKING IN THE STREET, OR GETTING OUT
OF THE BATHTUB OR MOWING THE LAWN OR PLAYING GOLF. ALL ARE UNNECESSARY
BUT NEVERTHELESS PLEASANT, EVERY DAY THINGS. IF WE COULD STOP DOING
EVERYTHING CONSIDERED DANGEROUS OR UNNECESSARY, WE WOULD STILL DIE.

THESE PROMOTERS OF DEATH FEAR KNOW THAT THEY CAN'T STOP PEOPLE FROM
SMOKING ANY MORE THAN THEY CAN STOP WARS, OR CRIME IN THE STREETS,
OR CORRUPTION IN PUBLIC OFFICES, OR CHARITY FUNDS, OR GLAMOUR DISEASE
UND RAISING CORPORATIONS. THERE WILL ALWAYS BE PEOPLE WHO SMOKE AND
PEOPLE WHO DON'T. PEOPLE WHO DRINK AND PEOPLE WHO DON'T. BUT THERE WILL
EVER BE A PERSON WHO WILL LIVE FOREVER.

HERE IS ANOTHER PROBLEM WE FACE NOW FOR WHICH WE HAVE TO THANK THE DODERS. MARIHUANA! IF IT HAD BEEN A NON-PUBLICIZED, NON-GLAMOURIZED,
ON-ILLEGAL GRASS LIKE ANY OTHER GRASS, IT WOULD HAVE NEVER CAUGHT THE
IMAGINATION OF ADVENTURE SEEKERS. IF MARIHUANA HAD BEEN PACKAGED LEGALLY
INCE THE BEGINNING OF THE CIGARETTE INDUSTRY AND SOLD JUST LIKE VIRGINIA
CIGARETTES, PEOPLE WOULD HAVE NEVER BOUGHT IT BECAUSE IT DOESN'T
TASTE GOOD AND IT DOESN'T SMELL GOOD. IT DOESN'T EVEN LOOK GOOD ENOUGH
TO CAUSE PEOPLE TO BUY IT. BUT LET THE SELF-APPOINTED SAVIOURS OF HUMAN
INDUSTRIES START ON IT, AND IT WILL BECOME A GLAMOUR ITEM; THEY WILL CAUSE PEOPLE,
SPECIALLY YOUNG PEOPLE TO SMOKE IT EVEN IF THEY HATE IT. THEY WILL CAUSE
CHILDREN TO HATE THEIR PARENTS. THEY WILL CAUSE GENERAL BOREDOM FEEDING THE
NEWERS ALL KINDS OF RUBBISH BY TELEVISION JUST TO MAKE SOME MONEY.

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JOHN E. ROCHE, M. D.

6441 SO. PULASKI
CHICAGO, ILLINOIS 60629

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LUDLOW 2-2222

EVEN SOME OF THE PEOPLE THEY SELECT TO PROPAGATE THIER FEAR CAMPAIGNS ON TV ARE PHONEY. LIKE THE MAN WHO WAS ADVERTISING FOR THE CANCER SOCIETY WHO WAS CAUGHT TRANSPORTING MARIHUANA IN LONDON. HE WAS NOT INTERESTED IN PUBLIC HEALTH; HE WAS INTERESTED IN THE PERSONAL BENEFIT THAT SUCH PUBLICITY WOULD CONVEY. HE WAS PROBABLY TRANSPORTING THE MARIHUANA FOR THE PURPOSE OF SMOKING IT HIMSELF OR SELLING IT TO OTHERS. HE WAS QUICKLY REMOVED FROM TELEVISION BECAUSE HE BETRAYED THE PROMOTERS OF THE FEAR CAMPAIGN. SINCE HE COULD NO LONCER BE A GOOD PROMOTER WHO COULD CAUSE PEOPLE TO SEND IN THIER MONEY.

EVERY DOCTOR KNOWS WHEN TO TELL A PATIENT TO STOP SMOKING IF HE THINKS THAT SMOKING COULD BE CONTRIBUTING TO DISEASE OR AGGRAVATING OR CAUSING IT. THEY ALSO KNOW WHEN TO TELL A PATIENT WHEN TO EAT LESS OR EAT MORE, OR WHEN TO TELL A PATIENT TO EAT MEAT OR NOT TO EAT MEAT, ETC.

I WOULD LIKE TO KNOW HOW MANY GOOD JOBS WOULD BE LOST IF SOME OF THESE FUND-RAISING ORGANIZATIONS WOULD STOP SCARING PEOPLE INTO SENDING MONEY BY THE MILLIONS. I WOULD ALSO LIKE TO KNOW WHAT WILL BE THE NEXT GLAMOUR DISEASE AFTER THE CANCER FAD IS OVER. BECAUSE THAT, TOO, SHALL PASS.

THEN WE HAVE THE CONTRACEPTIVE PILL WHICH IS BECOMING MORE GLAMOUROUS BY THE DAY. EVERY TIME SOME UNHEARD OF DOCTOR WANTS TO APPEAR ON TV OR GET SOME PUBLICITY, ALL HE HAS TO DO IS SAY SOMETHING ABOUT THE PILL. BUT IS HAS TO BE SOMETHING THAT FRIGHTENS PEOPLE AND THEN HE WILL BE SUDDENLY THROWN INTO THE LIMELIGHT. OF COURSE, WE ALL KNOW THAT SOME DRUGS HAVE GOOD EFFECTS AND SOME BAD EFFECTS BUT WE USE THEM WHENEVER WE THINK THAT THE GOOD EFFECTS OUTWEIGH THE BAD ONES.

THEN, A FEW MONTHS AGO, SOME PUBLICITY SEEKING DOCTOR SCARED MILLIONS OF PEOPLE WITH HIS SO-CALLED RESEARCH ABOUT CYCLAMATES, CAUSING THE USUAL MASS HYSTERIA AND CAUSING HONEST BUSINESSMEN TO LOSE MILLIONS OF DOLLARS WHICH WOULD EVENTUALLY BE PASSED ON THE CONSUMERS ANYWAY AND CAUSING MANY DIABETICS TO BE THROWN OFF BALANCE. SHORTLY AFTER, THIS NONSENSE WAS STOPPED WHEN A BRITISH SCIENTIST POINTED OUT THAT THE AMOUNT OF CYCLAMATES THAT WAS GIVEN TO THOSE MICE WAS SO LARGE THAT AN AVERAGE CHILD, IN ORDER TO OBTAIN A SIMILAR AMOUNT WOULD HAVE TO INGEST ABOUT 5,000 VITAMIN TABLETS DAILY FOR APPROXIMATELY 30 YEARS IF THEY WERE SWEETENED WITH THE AMOUNT OF CYCLAMATES USUALLY PLACED IN THEM. LIKE THE BRITISH SCIENTIST SAID, HE WAS NOT SURPRISED THAT THE MICE IN QUESTION DEVELOPED CANCER; HE WAS SURPRISED THAT THEY EVEN SURVIVED THE EXPERIMENT.

NOW THE EFFECT OF SMOKING UPON DOGS IS WITHOUT PRECEDENT IN ANY COMMUNITY. FIRST OF ALL, DOGS DON'T SMOKE. THEREFORE, THE SMOKING HAS TO BE FORCED UPON THEM BY A MACHINE OF CERTAIN PRESSURE. THE POOR DOGS PROBABLY COUGHED TO THE

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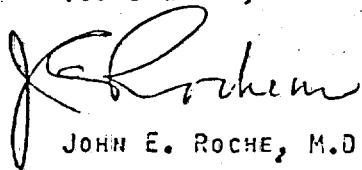
JOHN E. ROCHE, M.D.
6441 SO. PULASKI
CHICAGO, ILLINOIS 60629
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LUDLOW 2-2222

POINT THAT THEY STRAINED EVERY BIT OF LUNG AND BRONCHIAL TISSUE FIGHTING THAT INFERNAL SMOKE PUMPED INTO THEM AGAINST THEIR WILL LEAVING THOSE TISSUES OPEN TO ALL SORTS OF CHANGES. THIS WOULD COMPARE TO AN EXPERIMENT BY WHICH SMOKE FROM A BURNING HOUSE WOULD BE PUMPED INTO A HUMAN BEING WITH THE OBJECTIVE OF FINDING THE "EFFECTS OF SMOKE INHALATION UPON HUMANS" WHO DON'T MAKE A HABIT OF INHALING THAT TYPE OF SMOKE OR INTRODUCING COMMON GRASS IN THE STOMACH OF A PERSON WHO DOESN'T LIKE TO EAT GRASS TO FIND OUT ITS EFFECT ON THE HUMAN STOMACH. I GRANT YOU THE RESULT WON'T BE GOOD.

I BELIEVE WE SHOULD MORE PROPERLY CALL THE RESEARCH CONDUCTED BY THE VETERANS ADMINISTRATION AND THE AMERICAN CANCER SOCIETY AND THE OTHER TWO DOCTORS AS FOLLOWS: "THE STUDY OF THE EFFECTS OF FORCED SMOKING THROUGH MECHANICAL DEVICES UPON DOGS." IT IS ABOUT TIME THAT SOME RESPONSIBLE PEOPLE WITH FINANCIAL POSSIBILITIES TAKE THE FIRST STEP AND TRY TO STOP THIS NATION-WIDE CAMPAIGN OF FEAR THROUGH TV WHETHER THE FRIGHTENING AGENT BE CIGARETTES, ATOMIC SHELTERS OR CONTRACEPTIVE PILLS.

I BELIEVE THAT PEOPLE ARE JUST SICK OF LISTENING TO DEATH WARNINGS ON TV HUNDREDS OF TIMES A DAY. I WOULD SUGGEST THAT THE TOBACCO INSTITUTE TAKE THE FIRST STEP BY BUYING SOME TIME ON TV AND ASKING PEOPLE TO GIVE THIER OPINIONS AS TO HOW THEY FEEL ABOUT THESE PROFITABLE DEATH WARNINGS ON TV. YOU COULD TELL THE VIEWERS THAT IT IS PROBABLY HAZARDOUS TO SMOKE AS IT IS TO DO OTHER UNNECESSARY THINGS THAT WE WILL KEEP ON DOING AS LONG AS WE CAN AFFORD IT. I THINK PEOPLE HAVE ENOUGH INTELLIGENCE TO DECIDE IF THEY SHOULD STOP SMOKING OR NOT. AND MAYBE THE INSTITUTE COULD SEND A SHORT LETTER WITH A RETURN STAMPED ENVELOPE TO EVERY OCCUPANT OF EVERY CITY AND THEY CAN EXPRESS THIER FEELINGS ABOUT THESE BORING CAMPAIGNS. MAYBE THERE IS A WAY TO STOP, OR AT LEAST SLOW DOWN THESE MERCHANTS OF FEAR WHO DON'T REALLY GIVE A HOOT FOR PEOPLES HEALTH ANYWAY AND ARE JUST INTERESTED IN FINANCIAL RETURNS.

YOURS TRULY,



John E. Roche, M.D.

JR/LB

1005133884

Mr. James C. Bowling
ice President & Asst. to the Chairman
hilip Morris Inc.
00 ParK Avenue
New York, New York 10017

ear Mr. Botling:

Mr. Harold Johnson forwarded to me your letter of May 1st with the enclosed notice from the New York Times.

ay I taKe this opportunity to tell you a few words bout my opinion on cigarette smOKing and cancer of the lung. I am one of a few carcinologists who disagree w ~~th~~ he conclusions of the American Cancer Society and the NCI

n my article published in the cancer journal GROWTH, hich is herewith enclosed, I expressed some doubts about he scientific reliability of their statistical work.

ith the discovery of antibacterial antibiotics, the acterial infections were replaced by viral pneumonia and imilar conditIons. The number of viral infections in this ountry are enormous and the post-effects often quite grave. here is voluminous evidence that many viruses are carcinogenic. The obvious defect of the American Cancer Society's tatiistical survey was that they did not reccrd properly he case histories of patients affected with cancer of the lung. They did not record the frequency of their viral nfections, specifically of the lungs. I would not be surrised that in almost every case of cancer of the lung, f smoker and non-smoker, the patient was affected by erious viral infections previous to developipg adenocarcinoma or other malignant formations.

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A. P. COOKE MEMORIAL CANCER LABORATORY
FLORIDA SOUTHERN COLLEGE
Lakeland, Florida, 33802

AREA CODE 813
688-3755

Boris Th. Sokoloff, M. D., Ph. D., Director

To: Mr. James C. Bowling

-2-

June 8, 1970

There is another question of importance, that of a metabolite serotonin which under stress can cause cancer of the lung (see my book CARCINOID AND SEROTONIN, Springer-Verlag Publishers, 1969).

May I add that I blame Dr. C. C. Little for his absence of vision in rebuttal of the ACS's conclusions.

Sincerely yours,

Boris Sokoloff

Boris Sokoloff, M.D., Ph.D.

BS/rp
Enc.

1005133886

W YORK UNIVERSITY MEDICAL CENTER

School of Medicine
550 FIRST AVENUE, NEW YORK, N.Y. 10016
AREA 212 679-3200
ABLE ADDRESS: NYUMEDIC

Department of Surgery

May 12, 1970

Mr. Joseph Cullman 3rd
Philip Morris Incorporated
100 Park Avenue
New York, N.Y. 10017

Dear Mr. Culiman:

I have been out of town on several trips since our pleasant dinner party at the Ehrman's and hence have not answered your letter. In this regard I thought the recent Editorial in the New York Times concerning your discussion with the Ameri

think your position is a very fair and found one. The ~~was done because~~ ~~now~~ is uniformly condemned in the scientific community, and has been especially abused in the field of heart transplantation. A report simply not to be assessed until it is published with the numerical data, reviewed by others experienced in the field, and then the findings evaluated in subsequent experiments.

regard. My office telephone at Bellevue Hospital is
Le - 2 0758.

Sincerely,

John C. Spencer, M.D.
Professor & Chairman

FCS/st

100 133887

1005133888

TELEPHONE 949-6084

JOHN S. WOLF, M. D.

14 SOUNDVIEW AVENUE

REG. NO. 1B354

WHITE PLAINS, N. Y. 10606

NAME John S. Wolf

AGE 55

DATE 12/1/55

ADDRESS 14 Soundview Avenue

REFILL: None

LABEL

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